



PLANNING COMMISSION MEETING

JULY 7, 2022

ALPHARETTA CITY HALL
COUNCIL CHAMBERS
2 PARK PLAZA
6:30 PM

- I. CALL TO ORDER
- II. ROLL CALL
- III. APPROVAL OF MEETING MINUTES
 - a. Approval of the meeting minutes of June 9, 2022
- IV. ITEMS FROM BOARD MEMBERS
- V. ITEMS FROM STAFF
- VI. PUBLIC HEARING
 - a. Z-22-10 / V-22-22 / 1110 Upper Hembree Road
Consideration of a rezoning and variance to allow an existing structure to be re-used as an office on approximately one (1) acre. A rezoning is requested from R-15 (Dwelling, 'For-Sale', Residential) to O-P (Office-Professional) and a variance is requested to allow gravel parking. The property is located at 1110 Upper Hembree Road and is legally described as being located in Land Lots 550 & 551, 1st District, 2nd Section, Fulton County, Georgia.
 - b. MP-22-03 / Z-22-05 / CU-22-02 / V-22-07 / North Point Redevelopment
Consideration of a master plan amendment, rezoning, conditional use and variances to allow for the demolition of approximately 464,000 square feet of the existing mall including 2 anchor boxes and redevelopment with 315,700 square feet of new retail, restaurants and creative office, 120,000 square feet of office, 150-room hotel, 900 'For-Rent' units, 36 'For-Sale' townhomes, and approximately 18 acres of open space on 83.67 acres. A master plan amendment is requested to the North Point Mall Master Plan to modify development regulations. A rezoning is requested from PSC (Planned Shopping Center) to MU (Mixed Use) and a conditional use is requested to allow Dwelling, 'For-Rent', Dwelling, 'For-Sale' Attached, and to increase the allowable density. Variances are requested to increase building height, encroach into the Georgia 400 buffer for the MARTA BRT and multi-use trail. The property is located at 1000 North Point Parkway, 4500 North Point Place, 0 & 5000 North Point Drive, 2000 & 6000 North Point Circle, and 0 Rock Mill Road and is legally described as being located in Land Lots 688, 689, 700, 701, 702, 742 & 743, 1st District, 2nd Section, Fulton County, Georgia.
- VII. ADJOURNMENT



Planning Commission Meeting June 9, 2022

Department of Community Development

ALPHARETTA CITY HALL | 2 PARK PLAZA

6:30 PM

This summary is provided as a convenience and service to the public, media and staff. It is not the intent to record proceedings verbatim. Any reproduction of this summary must include this notice. Public comments are noted as heard by Planning Commission, but not quoted or paraphrased. This document includes limited presentation by Planning Commission and invited speakers in summary form. The public is advised that the tapes recorded at said meeting are a matter of public record and are available upon request.

I. CALL TO ORDER

- Chairman Kung'u called the meeting to order at 6:30 p.m.

II. ROLL CALL

- **Planning Commissioners present:**
 - Francis Kung'u (Chair)
 - Jill Reynolds
 - Todd Stratton
 - William Perkins
 - Martine Zurinkas
 - Valerie Manley (Alternate)
- **Planning Commissioners Absent**
 - Fergal Brady, Vice-Chair
 - Karen Richard
 - Jamie Bendall (Alternate)
- **Staff present:**
 - Michael Woodman, Planning + Development Services Manager
 - Alexandra Callum, Planning + Zoning Coordinator
 - Nikisha Mistry, GIS Specialist

III. APPROVAL OF MEETING MINUTES

- ❖ Commissioner Perkins offered a motion to approve the Planning Commission Meeting Minutes from June 2, 2022.
 - Commissioner Zurinkas second the motion.
 - The motion was approved 4-0-2, with Commissioners Stratton + Manley recusing themselves because they were not present for the meeting.

IV. ITEMS FROM BOARD MEMBERS

V. ITEMS FROM STAFF

VI. PUBLIC HEARING

A. PH-22-04 / Z-22-04 / V-22-05 / The Bridges Alpharetta / Webb Bridge Road

- Manager Woodman came forward to present this item.
 - The applicant, Madewell Homes, is requesting a change to previous conditions of zoning and a rezoning to allow for the construction of a six (6) lot 'For-Sale' single-family detached gated subdivision on 7.83 acres. A change to conditions of zoning is requested related to file# Z-19-01 Walker/4360 Webb Bridge Road and a rezoning is requested for a portion of the property from CUP (Community Unit Plan) to R (Dwelling, 'For-Sale' Residential). The subject property is located at 0 & 4430 Webb Bridge Road southeast of the intersection of Webb Bridge Road and Shirley Bridge Road.
 - The undeveloped property is wooded and has a small area impacted by perennial stream buffers in the southeast corner of the property. Surrounding properties are zoned CUP and AG (Agriculture) to the north, CUP to the east and south, and SU (Special Use) and CUP to the west. Broadlands subdivision is located to the north and east, an unplatted residential lot and Park Glen subdivision are located to the south, Webb Bridge Middle School is located to the west and the Walker property (unplatted lot) is located to the north. The comprehensive land use plan designation of the property is 'Low Density Residential', which allows the proposed zoning district and use.
 - Most of the property was rezoned to R (minimum 1-acre lots) on May 28, 2019 subject to several conditions of zoning. The current applicant has acquired an adjacent property at 4430 Webb Bridge Road and would like to incorporate the property into the overall site plan. At a minimum, the previous site plan-specific condition must be changed to reflect the inclusion of the newly acquired property. The applicant is requesting that all previous conditions of zoning be deleted related to file #Z-19-01 Walker/4360 Webb Bridge Road.
 - The submitted site plan depicts six (6) single-family detached lots on 7.83 acres. The average lot size is 1.01 acres. Access to the property is proposed from Webb Bridge Road. Lots are oriented interior to the site along a gated, private cul-de-sac street. A four-foot (4') planter and five-foot (5') sidewalk are depicted on one (1) side of the new street.
 - Tree saves are depicted near the entrance to the development, as well as in the northeast corner of the property near the stormwater pond. Tree groupings and/or trees of quality should be identified and saved on the property. A stormwater management pond is depicted in the northeast corner of the property and located on common area.
 - If approved, conditions are recommended addressing the aesthetics of the stormwater management pond, preserving additional trees, and keeping the previous condition of zoning related to a 25' undisturbed buffer adjacent to the Broadlands subdivision.
 - The report submitted by the applicant states that property owners within 500' were contacted regarding the applicant's intent. The report states that the applicant met with several residents in the adjacent Broadlands subdivision on May 23, 2022. According to the applicant, everyone was satisfied at the conclusion of the meeting. The applicant agreed to the following conditions as it relates to the stormwater management pond: no walls (earth only), provide evergreen plantings along the outside of the 10' access easement to screen the pond from neighboring properties, and slow the flow of runoff from the pond onto the neighboring property. The applicant also agreed to remove a hazardous tree leaning toward an adjacent property.
 - The CZIM was held on May 11, 2022. There were public questions and comments with concerns over stormwater run-off on neighboring properties, what the stormwater management facility will look like, buffers and fencing, tree removal, and impacts to the nearby stream.
 - Approve PH-22-04/Z-22-04 The Bridges/Webb Bridge Road, subject to the following conditions:
 1. The site, consisting of approximately 7.83 acres, shall be zoned R and developed substantially

- similar to site plan prepared by Travis Pruitt & Associates, Inc., revised 5/9/2022, except for modifications required to comply with the conditions below. However, lot yield depicted is not guaranteed and subject to meeting all City code requirements and conditions of zoning.
2. Subdivision shall be gated, subject to final approval by Staff.
 3. Homes visible from Webb Bridge Road shall be primarily brick or stone, as approved by Staff. Home elevations shall be substantially similar to the submitted photograph, labeled Exhibit A, with final approval by Staff. Homes shall have 3-sided architecture and materials, except those rear elevations visible from Webb Bridge Road shall have similar architectural details and materials as the front façade, as approved by Staff.
 4. Minimum 20' decorative landscape strip shall be provided along Webb Bridge Road, consisting of trees, shrubs and ground cover, as approved by Staff. Existing tree groupings and trees of quality shall be saved in the landscape strip, as approved by Staff.
 5. Minimum 10' landscape strip shall be provided along new private street, consisting of trees, shrubs and ground cover, as approved by Staff.
 6. Project entrance shall include decorative ornamental plantings, as approved by Staff.
 7. Common area on the south side of the private street shall be planted with a mix of deciduous and evergreen landscape materials and shall meet the minimum planting requirements of the 10' landscape strip, 6' planter and 5' perimeter landscape strip, as approved by Staff.
 8. Per the original conditions (Z-19-01 Walker/4360 Webb Bridge Road), minimum 25' undisturbed buffer, replanted where sparse with evergreen trees and shrubs, shall be provided along the common property line with the adjacent Broadlands subdivision.
 9. Stormwater management facility shall be an amenity, aesthetically pleasing (no walls, earthen bank) and screened (with evergreens), as approved by Staff.
 10. As agreed to by the developer, the rate of stormwater runoff shall be slowed from the pond to neighboring properties.
 11. Developer shall dedicate necessary right-of-way to accommodate the City's Webb Bridge Road improvements.
 12. Developer shall improve the new private street with a minimum 5' sidewalk (one side of the street), minimum 6' planter planted with street trees, and decorative pedestrian lighting, as approved by Staff. Streetscape modifications shall be permitted for the purpose of tree preservation or utility conflicts, with final approval by Staff.
 13. Fencing visible from Webb Bridge Road shall be a continuation of the existing 5-board horse fence. Unfinished wood fences and decks shall not be visible from Webb Bridge Road.
 14. Home footprints shall be laid out to minimize impacts to the existing tree canopy, as approved by Staff.
 15. Specimen trees shall be preserved as depicted on the site plan prepared by Travis Pruitt & Associates, Inc., revised 5/9/2022.
 16. Developer shall identify and save additional tree groupings and/or trees of quality outside of required stream buffers, as approved by Staff.
 17. Drainage easement rock swale material shall require final approval by Staff. Drainage swale shall be maintained by the HOA.
 18. Developer shall make reasonable efforts to obtain easements to tie stormwater pond outfall through a pipe directly into a downstream structure rather than releasing at-grade, as approved by Staff. If tie in is not possible, measures shall be used to prevent concentrated flow at the property line, as approved by Staff.
 19. Utility structures, headwalls, etc. shall be finished with decorative stone, if visible from the Broadlands subdivision, as approved by Staff.
 20. No more than 10% of the residential units, or 1 dwelling unit, shall be permitted to be rented, as recorded in the HOA's declarations and covenants.

- The applicant, Tori Young, came forward to speak on behalf of this application.
 - We want to provide residents with larger acre lots.
 - This would be a gated community.
 - We wanted to stay away from clear cut.
 - Certain trees would be impacted from the future widening of Webb Bridge Road.
- The Planning Commission discussed the following:
 - Do we have the conditions from 2019? Michael presented the conditions from the 2019 case on this property.
 - What do you usually do with the applicants when you approve a detention facility? It's part of the LDP process. If there are conditions involving being aesthetically pleasing, we usually refer to what residents have suggested.
 - On the trees, we're going from 11 tree saves down to 7, correct? Four trees are being removed. They are off site trees, and their critical root zones would possibly be impacted.
 - So, condition 15 still stands? The new revised site plan showing the removed trees were sent late today, so the arborist hasn't had a chance to look
 - Regarding the word primarily in Condition 3, would you be open to have us quantify that? I would not have a problem with that. It may take some guess work when it comes back to Staff, but more than likely it would be around 75%.
 - Some of the detention pond suggestions were not captured in condition 9. Do we need to worry about that now and condition that, or do we let that be handled by the DRB? If you would like to address some concerns that were noted in the letter today, I have drafted a change to conditions 9 and 10. I also drafted two new conditions related to fencing and the hazardous trees.
 - In the previous conditions, we talked about a road access to the stormwater basin for maintenance, and I'm concerned on how we would access if something went wrong. The applicant shows the access coming between lots 3 and 4.
 - Has there been a hydrology study done? Nothing has been submitted to the city.
 - Regarding the Webb Bridge Road project, are there any concerns with the design regarding the median or the right of way? The applicant is showing the potential right of way impact to their property. I don't believe there will be conflicts.
 - Have there been any traffic studies done in terms of left turns done at the property? Our traffic engineer did not find anything, and the applicant was not required to study that.
 - If the applicant is saying he can only save 7 trees, wouldn't it be reasonable to assume that the hazardous tree won't be there? I don't believe that's one of the trees that will be saved. The developer made an agreement that he will remove that tree for the resident.
 - Regarding the reduction and tree saves, the arborist has not reviewed the request. No, we don't know Staff's view on changing the condition. It can be done quickly, but without that knowledge, it would be best to leave the condition as is for now.
 - Do you have any objections to Staff's conditions? We are comfortable with most everything. The biggest issue is the question about the trees that would be affected. The first one is out by the road which would be taken out by the Webb Bridge Road project.
 - Have you done a hydrology study yet? No – that would be the next step.
 - Do you have objections to making the pond aesthetically pleasing? No. we will work with Staff.
 - Is the well a control system? There will be some occasional runoff. There is a natural crease in the land, which will make the water meander through. I believe it will meet a lot of people's concerns.
 - Regarding condition 10, what method will you use to reduce runoff? It's a big detention area. It's raised on all sides. The water will primarily soak into the ground.
 - If the condition regarding the aesthetically pleasing pond gets detailed, are you okay with following Staff on this? Yes.
 - You're okay with the 25-foot undisturbed buffer? Yes, based off the clarification I received.
 - Someone in the letter said something about the shape of the pond – are you opposed to changing the

- shape. We're willing to work with Staff
- There is a precedent in the area to use horse fence around the detention pond.
- What was your intent primarily on condition 3? I don't think that falls in line with everything I want to do. Stucco is becoming popular, and I'd like to be able to introduce some of that material.

Public Comment:

- Amber Brannon – 510 Cambridge Court
 - I would be looking directly into the detention pond, which is why we are requesting the 25-foot buffer.
 - I have had an arborist come to understand the condition of the hanging tree.
 - The resident provided pictures to the Board of the various trees.
- Sandra Bacharach – 121 Westchester Way
 - The biggest concern is that the pond be aesthetically pleasing.
 - We would like clarification and language added to define "aesthetically pleasing"
 - The Bridges residents won't see the pond, but we will.
- George Strain - 251 Churchill Heights
 - Condition 6 called for a stream determination in 2019, but that wasn't listed in the current conditions proposed.
- Applicant Rebuttal:
 - Related to the large water oak tree, it is 17.5 % into the critical root zone.
 - Regarding the aesthetics, we want to make it look as good as possible, and we will work with residents.
 - The houses are designed to be self-contained, but we know that it is in a community, so we want it to look good.
 - We are okay with the clarifying language.
 - Can you tell us the basis for removing the four additional trees? The road widening will affect the critical root zone.
- The Planning Commission discussed the following:
 - I think it would be helpful if we had a little more specificity regarding aesthetically pleasing.
 - Can you answer the resident's question regarding condition 6? Staff has been to the stream and made the determination. It's the buffers that impact.
 - Regarding the detention pond and screening, could we specify minimum height and density of the screening? Yes, if you want to go beyond what code requires.
 - If the tree is gone today because of the suggested impact, then the tree is gone. I'm not really concerned about the two trees the applicant is wanting to remove.
 - In condition 1, at what point does staff work with conditions and the hydrology study to determine the shape? This is a conceptual plan. It is not set in stone, but the official plan should be very similar to this one. We would not approve a site plan that included additional lots.
- ❖ Commissioner Reynolds offered a motion to approve the item, with the conditions as stated by the Chairman, as stated, and recommended by Staff, and the following changes:
 1. The site, consisting of approximately 7.83 acres, shall be zoned R and developed substantially similar to site plan prepared by Travis Pruitt & Associates, Inc., revised 5/9/2022, except for modifications required to comply with the conditions below. However, lot yield depicted is not guaranteed and subject to meeting all City code requirements and conditions of zoning.
 2. Subdivision shall be gated, subject to final approval by Staff.
 3. Homes visible from Webb Bridge Road shall be primarily brick or stone, as approved by Staff. Home elevations shall be substantially similar to the submitted photograph, labeled Exhibit A, with final approval by Staff. Homes shall have 3-sided architecture and materials, except those rear elevations visible from Webb Bridge Road shall have similar architectural details and materials as the front façade, as approved by Staff. Homes shall be primarily 75% or more brick or stone, as approved by Staff.

4. Minimum 20' decorative landscape strip shall be provided along Webb Bridge Road, consisting of trees, shrubs and ground cover, as approved by Staff. Existing tree groupings and trees of quality shall be saved in the landscape strip, as approved by Staff.
5. Minimum 10' landscape strip shall be provided along new private street, consisting of trees, shrubs and ground cover, as approved by Staff.
6. Project entrance shall include decorative ornamental plantings, as approved by Staff.
7. Common area on the south side of the private street shall be planted with a mix of deciduous and evergreen landscape materials and shall meet the minimum planting requirements of the 10' landscape strip, 6' planter and 5' perimeter landscape strip, as approved by Staff.
8. Per the original conditions (Z-19-01 Walker/4360 Webb Bridge Road), minimum 25' undisturbed buffer, replanted where sparse with evergreen trees and shrubs, shall be provided along the common property line with the adjacent Broadlands subdivision.
9. Stormwater management facility shall be an amenity to the development. The developer shall work with adjacent neighbors to make the stormwater management facility aesthetically pleasing (no walls, earthen bank) and screened (with evergreens), with final approval by Staff. At a minimum, an aesthetically pleasing stormwater facility shall include:
 - a. A variety of water loving vegetation planted in and around the pond;
 - b. A pond design that is attractive when empty, no muddy areas that would promote mosquitos and unpleasant smells;
 - c. A natural organic shape to the pond; and
 - d. Dragonfly attracting plans shall be utilized around the pond as a means of mosquito control.
10. As agreed to by the developer, the rate of stormwater runoff shall be slowed by 10% over the current flow, if feasible, from the pond to neighboring properties.
11. Developer shall dedicate necessary right-of-way to accommodate the City's Webb Bridge Road improvements.
12. Developer shall improve the new private street with a minimum 5' sidewalk (one side of the street), minimum 6' planter planted with street trees, and decorative pedestrian lighting, as approved by Staff. Streetscape modifications shall be permitted for the purpose of tree preservation or utility conflicts, with final approval by Staff.
13. Fencing visible from Webb Bridge Road shall be a continuation of the existing 5-board horse fence. Unfinished wood fences and decks shall not be visible from Webb Bridge Road.
14. Home footprints shall be laid out to minimize impacts to the existing tree canopy, as approved by Staff.
15. Specimen trees shall be preserved as depicted on the site plan prepared by Travis Pruitt & Associates, Inc., revised 5/9/2022.
16. Developer shall identify and save additional tree groupings and/or trees of quality outside of required stream buffers, as approved by Staff.
17. Drainage easement rock swale material shall require final approval by Staff. Drainage swale shall be maintained by the HOA.
18. Developer shall make reasonable efforts to obtain easements to tie stormwater pond outfall through a pipe directly into a downstream structure rather than releasing at-grade, as approved by Staff. If tie in is not possible, measures shall be used to prevent concentrated flow at the property line, as approved by Staff.
19. Utility structures, headwalls, etc. shall be finished with decorative stone, if visible from the Broadlands subdivision, as approved by Staff.
20. No more than 10% of the residential units, or 1 dwelling unit, shall be permitted to be rented, as recorded in the HOA's declarations and covenants.
21. If fencing is utilized around the stormwater facility, fencing shall be five-board horse fence to match the fence required along Webb Bridge Road.
22. As agreed to by the developer, the developer shall remove the large hazardous tree leaning

towards 121 Westchester Way.

- Commissioner Stratton seconded the motion.
- The motion was approved unanimously (6-0).

B. MP-21-11 / Bridge Road Holdings, LLC

- Manager Woodman came forward to present this item.
 - The applicant, Bridge Road Holdings, LLC, is requesting a master plan amendment to allow for the construction of a 2-story, 19,000 square foot medical office over retail building and a 1-story, 1,950 square foot medical office building on 2.45-acres. An amendment is requested to the Preston Ridge Master Plan to add the property to Pod M, which allows office-institutional and accessory retail uses. The subject property is located at 11505 Morris Road and 0 State Bridge Road, near the southwest corner of Old Milton Parkway and Morris Road.
 - The property is zoned O-I (Office-Institutional) and is mostly undeveloped. Morris Road was extended through the south end of the property for the Inspired Living development to the southwest and a small parking lot with eleven (11) parking spaces was constructed on the property for the adjacent Waffle House. Surrounding properties are zoned O-I to the east and west, CUP (Community Unit Plan) to the south, and C-2 (General Commercial) to the north. Quik Trip gas station is located to the north; Waffle House, Shell gas station and Life Hope Alpharetta are located to the east; floodplain to the west; and an undeveloped property to the south.
 - Preston Ridge Master Plan was approved in 1987 as a 500-acre mixed-use development. Pod M, which is approximately eight (8) acres, was approved for office-institutional and accessory retail uses with a maximum non-residential density of 18,000 square feet per acre. There is no limitation on the percentage of retail use as it relates to the overall development. Outside of the master plan, O-I limits the percentage of retail use to no more than 25% of the overall building area. The subject property abuts the west side of Pod M and has access through the pod by way of the Morris Road extension.
 - The site plan depicts a 2-story, 19,000 square foot 'L-shaped' building (Building A) with office over retail along Old Milton Parkway and a 1-story, 1,950 square foot office building (Building B) on the south end of the 2.45-acre property. Building A is served by 91 parking spaces, of which 12 spaces are shared with Waffle House, and Building B is served by eight (8) parking spaces.
 - Two (2) tree saves areas are depicted in the parking lot near Building A and several tree saves are depicted near Building B. Underground stormwater facilities are depicted in the parking lot north of Morris Road and a walled stormwater pond is depicted at the south end of the property near Building B.
 - The CZIM was held on February 9, 2022. There were no public comments.
 - Staff has reviewed the applicant's proposal and finds that the use does not conflict with the established review criteria for a master plan amendment. The proposed use would be compatible with the office-institutional and accessory retail uses approved in Preston Ridge Master Plan Pod M and other locations for this business type, which are similarly situated along commercial corridors and in office parks. It should be noted that without the master plan amendment, development of the property under the current zoning would limit retail uses to no more than 25% of the overall building area. If approved, it is recommended that retail uses be limited to accessory retail uses that support nearby office and institutional uses.
 - Approve MP-21-11 Bridge Road Holdings, LLC/Preston Ridge, subject to the following conditions:
 1. The 2.45-acre property shall be added to Pod M of the Preston Ridge Master Plan and limited to medical and professional office and no more than 9,500 square feet of accessory retail, limited to the following uses:
 - a. Animal Hospital, Small Animal
 - b. Bakery
 - c. Bank

- d. Barber Shop
 - e. Beauty Shop
 - f. Dry-Cleaning, Pick-Up Station
 - g. Fitness Studio
 - h. Florist, Retail
 - i. Laboratory, Research Commercial
 - j. Laundry, Self-Serve, Pick-Up
 - k. Pet Day Care
 - l. Pet Grooming
 - m. Print Shop
 - n. Restaurant
 - o. School, Commercial (Beauty, Business)
2. Site shall be developed substantially as depicted on the submitted site plan, labeled Exhibit A, except for modifications required to comply with the conditions below and subject to meeting all City code requirements and conditions of zoning.
 3. Trees shall be saved as depicted on the submitted site plan, labeled Exhibit A, as approved by Staff.
 4. Building A shall have a minimum 20' height along Old Milton Parkway. Exterior building materials shall be comparable to the materials on nearby Preston Ridge office buildings, with final approval by DRB.
 5. Developer shall construct a 6' sidewalk along the east side of the Old Morris Road right-of-way connecting the Old Milton Parkway sidewalk to the Morris Road sidewalk. Existing sidewalk along Morris Road shall be removed and area shall be planted with street trees.
 6. Buildings shall connect to the public sidewalk system.
 7. Developer shall coordinate with the City and GDOT to provide the required landscape material in the 20' landscape strip along Old Milton Parkway.
 8. Walls signs visible from Old Milton Parkway shall be limited to signage permitted for an office building and shall be for an office tenant.
 9. Property owner shall dedicate Morris Road to the City as public right-of-way.
- The applicant, David Belle Isle, came forward to speak on behalf of this application.
 - We have asked to be a part of the Preston Ridge Master Plan Amendment.
 - The Planning Commission discussed the following:
 - On the wall sign, how is the applicant going to make the sign visible? This site would be permitted a monument sign along Old Milton. Building A has the wall sign.
 - The office building would have certain sign allowances.
 - How visible will the unit be from the street? Signage would still be on the bottom floor for retail and would be visible from Morris, but not Old Milton.
 - I think it's a wonderful plan. The topography is challenging, but you've done a good job of working with it.
 - I like all the tree saves.

Public Comment:

- There were no public comments for this item.
 - ❖ Commissioner Perkins offered a motion to approve the motion, subject to the conditions as stated by Staff, which include:
 1. The 2.45-acre property shall be added to Pod M of the Preston Ridge Master Plan and limited to medical and professional office and no more than 9,500 square feet of accessory retail, limited to the following uses:
 - a. Animal Hospital, Small Animal

- b. Bakery
 - c. Bank
 - d. Barber Shop
 - e. Beauty Shop
 - f. Dry-Cleaning, Pick-Up Station
 - g. Fitness Studio
 - h. Florist, Retail
 - i. Laboratory, Research Commercial
 - j. Laundry, Self-Serve, Pick-Up
 - k. Pet Day Care
 - l. Pet Grooming
 - m. Print Shop
 - n. Restaurant
 - o. School, Commercial (Beauty, Business)
2. Site shall be developed substantially as depicted on the submitted site plan, labeled Exhibit A, except for modifications required to comply with the conditions below and subject to meeting all City code requirements and conditions of zoning.
 3. Trees shall be saved as depicted on the submitted site plan, labeled Exhibit A, as approved by Staff.
 4. Building A shall have a minimum 20' height along Old Milton Parkway. Exterior building materials shall be comparable to the materials on nearby Preston Ridge office buildings, with final approval by DRB.
 5. Developer shall construct a 6' sidewalk along the east side of the Old Morris Road right-of-way connecting the Old Milton Parkway sidewalk to the Morris Road sidewalk. Existing sidewalk along Morris Road shall be removed and area shall be planted with street trees.
 6. Buildings shall connect to the public sidewalk system.
 7. Developer shall coordinate with the City and GDOT to provide the required landscape material in the 20' landscape strip along Old Milton Parkway.
 8. Walls signs visible from Old Milton Parkway shall be limited to signage permitted for an office building and shall be for an office tenant.
 9. Property owner shall dedicate Morris Road to the City as public right-of-way.
 - o Commissioner Zurinkas seconded the motion.
 - o The motion was approved unanimously (6-0).

Chairman Kung'u adjourned the meeting for a short recess at 8:09 p.m.

Chairman Kung'u called the meeting to order at 8:15 p.m.

C. Z-22-08 / V-22-12 / South of Wills Park

- Manager Woodman came forward to present this item.
 - o The applicant, AAI South Main St, LLC, is requesting a rezoning and variances to allow for the construction of 55 'For-Sale' townhomes on 5.54 acres in the Downtown. A rezoning is requested from C-1 (Neighborhood Commercial) and LI (Light Industrial) to DT-MU (Downtown Mixed-Use) and variances are requested to allow 15 townhome units to be front loaded, reduce minimum driveway length on 17 townhome units, allow encroachments into the undisturbed buffers, allow a 0' setback for a subdivision sign, and eliminate and reduce landscape strips along South Main Street and new private streets. The subject property is located at 0 State Highway near the southeast corner of Highway 9 (South Main Street) and Wills Road. The proposed density is 9.93 dwelling units per acre.

- The undeveloped property is wooded. Surrounding properties are zoned C-1 and DT-MU to the north, and C-2 (General Commercial) to the west and east. Xavier and Sons Auto Body & Paint is located to the north and west, City of Roswell to the west, Public Storage to the east, Georgia Power (City of Roswell) to the south and Atlanta Saddlery, Autobrite Car Wash and The Porch on South Main are located to the north. The Comprehensive Land Use Plan designation of the property is 'Mixed Use', which allows the proposed townhomes and density.
- The property is situated between three (3) commercial properties, has multiple road frontages and has significant topography. In addition, the Wills Road right-of-way is setback approximately 60' from the existing curb line of the road.
- The submitted site plan depicts 55, three (3) and four (4) story 'For-Sale' townhomes with gated access from a new driveway off Wills Road. A network of private streets and alleys are depicted on the site plan. Most townhomes, 40 units, are rear loaded with the remaining to be front loaded. Five (5) townhome units will be 24' wide and the remaining units will be 26' wide.
- Each townhome unit will have two (2) side-by-side parking spaces within a garage and 38 of the 55 units will have a Code-compliant driveway accommodating two (2) additional cars. 24 on-street, guest parking spaces are provided in close proximity to the seventeen (17) units without the minimum eighteen-foot (18') driveways. The Downtown Code requires 138 parking spaces for the proposed subdivision (2.5 parking spaces/unit), of which 210 parking spaces are provided on the site plan.
- The site plan depicts 1.19 acres, or 21.5% of open space within the proposed development. Amenity space is proposed to include a clubhouse and pool near the entrance to the development and a central green with sidewalks.
- Twelve (12) trees are depicted to be saved on the site plan, of which all are hardwoods.
- A site plan depicts an underground stormwater management facility under an amenity space and private street.
- The applicant submitted renderings depicting the townhomes along Wills Road and South Main Street. The submitted renderings depict three (3) and four (4) story townhome buildings with rooftop decks designed in the Federal and Greek Revival styles. Units will range in size from 2,600 to 4,000 square feet and will all be three (3) bedrooms. Façade materials will combine brick, stone, and stucco. The applicant's letter of intent indicates that price points will be between \$850,000 to \$1,000,000. According to the City's Downtown Consultant, the proposed renderings generally comply with the design regulations in the Downtown Overlay.
- The applicant provided a trip generation report, which estimates that the proposed 55 townhome units would generate 24 AM Peak Hour trips and 29 PM Peak Hour trips.
- CZIM was held on May 11, 2022. There were public comments with concerns over traffic, guest parking, GDOT project impacts, and safety issues with pedestrians crossing at South Main Street over to Wills Park.
- Approve Z-22-08/V-22-12 South of Wills Park and Deny variance request to eliminate the landscape strip along South Main Street, subject to the following conditions:
 1. Approximately 5.5 acres shall be zoned DT-MU and developed substantially similar to site plan prepared by Pond, dated 5/10/22, except for modifications required to comply with the conditions below. However, lot yield depicted is not guaranteed and subject to meeting all City code requirements and conditions of zoning.
 2. Architecture and materials shall be developed substantially similar to the submitted renderings, dated 5/5/22, except for modifications required to comply with the Downtown Consultant's comments and in compliance with the Alpharetta Downtown Code, subject to final approval by DRB. Townhomes shall have 4-sided architecture, materials and details.
 3. Density shall not exceed 9.93 dwelling units per acre.
 4. Building heights shall not exceed 4 stories and 50'.
 5. Townhomes shall have direct vehicular access from a street or alley, as depicted on the site plan prepared by Pond, dated 5/10/22.

6. Courtyards may encroach into landscape strips, subject to meeting the minimum landscape material requirements, as approved by Staff.
7. Developer shall improve the Wills Road streetscape as follows: minimum 6' planter planted with street trees, 6' sidewalk, and decorative pedestrian lighting, with final approval by Staff. In lieu of tree grates, the soil area around street trees shall be planted with evergreen ornamental grasses, groundcovers and/or shrubs.
8. Streets and alleys shall be developed as depicted on the site plan prepared by Pond, dated 5/10/22, with final approval by Staff. Decorative pedestrian lighting shall be required throughout the development. Internal streets and alleys shall be private and maintained by the HOA.
9. Landscape strips shall be required in areas behind the sidewalk along both sides of internal streets, not including alleys. Landscape strips shall be exclusive of utilities and easements, except that if Fulton County requires an unencumbered easement shrubs shall replace tree requirements on one side of the street.
10. Landscape strips along South Main Street and Wills Road shall be planted with shade trees as a continuation of what has been planted or designed in the Downtown and outside of utility easements and overhead utilities, as approved by Staff. Subdivision decorative fencing and columns may be placed within the landscape strip along South Main Street, as approved by Staff.
11. Developer shall provide an enhanced pedestrian crossing at South Main Street and Wills Road, which shall include color pavement markings and signage, as approved by GDOT and Staff. Enhanced pedestrian crossing shall be eligible for impact fee credits, as approved by Staff.
12. Undisturbed buffers, replanted where sparse, shall be provided as depicted on the site plan prepared by Pond, dated 5/10/22. Evergreen trees and shrubs shall be planted along the south and east property lines and along the property line north of Units 6-13, as approved by Staff.
13. Property owner acknowledges that redevelopment of the properties to the north, east and south with non-residential uses shall not require a buffer adjacent to the subject property.
14. Project entrance shall be gated and shall include a decorative paver apron, landscaping, brick wall and fencing with columns substantially similar to the submitted renderings, dated 5/5/22.
15. Subdivision sign shall be substantially similar to the submitted renderings, dated 5/5/22, and shall have a 0' setback along Wills Road, as approved by Staff.
16. Open space shall be developed substantially similar to the site plan prepared by Pond, dated 5/10/22, except that the optional bicycle path in the civic space shall be removed and stairs shall accommodate a bicycle wheel path, as approved by Staff. Open space shall be developed with a park-like setting with decorative landscape, hardscape and seating. Landscape shall include plant selections promoting the historic Downtown.
17. Creeping vines shall be planted to cover retaining and low walls, as approved by Staff.
18. Developer shall save trees as depicted on the site plan prepared by Pond, dated 5/10/22. Tree saves shall be limited to trees in fair to good condition and with CRZ impacts of no more than 30% which may be subject to tree care, as approved by Staff. Developer shall make reasonable efforts to save additional trees of quality and/or tree groupings, as approved by Staff.
19. Fences and walls visible from the public right-of-way shall be decorative, as approved by Staff. Unfinished wood fences and decks shall not be visible from the street.
20. HVAC and similar equipment shall not be visible from the public right-of-way.
21. Fire access shall meet IFC 2018 Appendix D and Fire Hydrants.
22. Stormwater management facilities may be placed underground within the private street as depicted on the site plan prepared by Pond, dated 5/10/22, with final approval by Staff. Stormwater facilities shall be indicated on the recorded final plat, clearly describing the underground facilities, their function, purpose, ownership, and granting access for inspection, maintenance and repair rights to the HOA and the City of Alpharetta. Maintenance responsibilities shall also be included in the recorded covenants with all costs to be borne by the HOA and homeowners of the development.

23. Garbage pickup shall be from within the development.

24. No more than 10% of the residential units shall be permitted to be rented, as recorded in the HOA's declarations and covenants.

- The applicant, Kathy Zickert, came forward to speak on behalf of this application.
 - We need to reach out to Roswell to see about widening the sidewalk that lines up to their border.
 - There will be a connection even if we can't improve the sidewalk.
 - We have a minimum of 7 EcoPoints in the project in preparation for the LCU Study results.
 - There are 28 guest parking spots on site.
- The Planning Commission discussed the following:
 - Should we anticipate that the owners with homes next to the auto body shop be concerned about noise? I don't think so. We have noise ordinances.
 - What options are there to enforce the 10% rental rule? Requiring it to be in HOA covenants helps with this. We're not getting complaints of there being more than 10%.
 - In Condition 1, did GDOT not have a crosswalk planned? Yes, there will be. We are looking for different colored paint. The Atley has a piano key crosswalk, but they are adding green paint at the end of the white keys. It helps pedestrians feel a little more comfortable and alerts drivers.
 - The sidewalk improvement is only for the front of the property, correct? Yes, there is some existing offsite sidewalk. We had asked about increasing the width of the sidewalk, but there really are not space requirements available.
 - On the site plan, it has required variances, but are we okay with this? Yes, that is not unusual.
 - Eliminating the proposed stairs, is that in the conditions? Yes – condition 16.
 - On condition 10, is the applicant still asking for the variance? No.
 - It's a great and beautiful product, and good job for working with Staff on 24 conditions.

Public Comment:

- There were no public comments for this item.
 - ❖ Commissioner Stratton offered a motion to approve the item in accordance with the conditions set forth by Staff, which include:
 1. Approximately 5.5 acres shall be zoned DT-MU and developed substantially similar to site plan prepared by Pond, dated 5/10/22, except for modifications required to comply with the conditions below. However, lot yield depicted is not guaranteed and subject to meeting all City code requirements and conditions of zoning.
 2. Architecture and materials shall be developed substantially similar to the submitted renderings, dated 5/5/22, except for modifications required to comply with the Downtown Consultant's comments and in compliance with the Alpharetta Downtown Code, subject to final approval by DRB. Townhomes shall have 4-sided architecture, materials and details.
 3. Density shall not exceed 9.93 dwelling units per acre.
 4. Building heights shall not exceed 4 stories and 50'.
 5. Townhomes shall have direct vehicular access from a street or alley, as depicted on the site plan prepared by Pond, dated 5/10/22.
 6. Courtyards may encroach into landscape strips, subject to meeting the minimum landscape material requirements, as approved by Staff.
 7. Developer shall improve the Wills Road streetscape as follows: minimum 6' planter planted with street trees, 6' sidewalk, and decorative pedestrian lighting, with final approval by Staff. In lieu of tree grates, the soil area around street trees shall be planted with evergreen ornamental grasses, groundcovers and/or shrubs.
 8. Streets and alleys shall be developed as depicted on the site plan prepared by Pond, dated 5/10/22, with final approval by Staff. Decorative pedestrian lighting shall be required throughout the development. Internal streets and alleys shall be private and maintained by the HOA.

9. Landscape strips shall be required in areas behind the sidewalk along both sides of internal streets, not including alleys. Landscape strips shall be exclusive of utilities and easements, except that if Fulton County requires an unencumbered easement shrubs shall replace tree requirements on one side of the street.
10. Landscape strips along South Main Street and Wills Road shall be planted with shade trees as a continuation of what has been planted or designed in the Downtown and outside of utility easements and overhead utilities, as approved by Staff. Subdivision decorative fencing and columns may be placed within the landscape strip along South Main Street, as approved by Staff.
11. Developer shall provide an enhanced pedestrian crossing at South Main Street and Wills Road, which shall include color pavement markings and signage, as approved by GDOT and Staff. Enhanced pedestrian crossing shall be eligible for impact fee credits, as approved by Staff.
12. Undisturbed buffers, replanted where sparse, shall be provided as depicted on the site plan prepared by Pond, dated 5/10/22. Evergreen trees and shrubs shall be planted along the south and east property lines and along the property line north of Units 6-13, as approved by Staff.
13. Property owner acknowledges that redevelopment of the properties to the north, east and south with non-residential uses shall not require a buffer adjacent to the subject property.
14. Project entrance shall be gated and shall include a decorative paver apron, landscaping, brick wall and fencing with columns substantially similar to the submitted renderings, dated 5/5/22.
15. Subdivision sign shall be substantially similar to the submitted renderings, dated 5/5/22, and shall have a 0' setback along Wills Road, as approved by Staff.
16. Open space shall be developed substantially similar to the site plan prepared by Pond, dated 5/10/22, except that the optional bicycle path in the civic space shall be removed and stairs shall accommodate a bicycle wheel path, as approved by Staff. Open space shall be developed with a park-like setting with decorative landscape, hardscape and seating. Landscape shall include plant selections promoting the historic Downtown.
17. Creeping vines shall be planted to cover retaining and low walls, as approved by Staff.
18. Developer shall save trees as depicted on the site plan prepared by Pond, dated 5/10/22. Tree saves shall be limited to trees in fair to good condition and with CRZ impacts of no more than 30% which may be subject to tree care, as approved by Staff. Developer shall make reasonable efforts to save additional trees of quality and/or tree groupings, as approved by Staff.
19. Fences and walls visible from the public right-of-way shall be decorative, as approved by Staff. Unfinished wood fences and decks shall not be visible from the street.
20. HVAC and similar equipment shall not be visible from the public right-of-way.
21. Fire access shall meet IFC 2018 Appendix D and Fire Hydrants.
22. Stormwater management facilities may be placed underground within the private street as depicted on the site plan prepared by Pond, dated 5/10/22, with final approval by Staff. Stormwater facilities shall be indicated on the recorded final plat, clearly describing the underground facilities, their function, purpose, ownership, and granting access for inspection, maintenance and repair rights to the HOA and the City of Alpharetta. Maintenance responsibilities shall also be included in the recorded covenants with all costs to be borne by the HOA and homeowners of the development.
23. Garbage pickup shall be from within the development.
24. No more than 10% of the residential units shall be permitted to be rented, as recorded in the HOA's declarations and covenants.
 - Commissioner Zurinkas seconded the motion.
 - The motion was approved unanimously (6-0).

D. MP-22-06 / CLUP-22-01 / Z-22-07 / V-22-11 / Beazer Homes / Delta Credit Union Master Plan

- Manager Woodman came forward to present this item.

- The applicant, Beazer Homes, is requesting a comprehensive land use plan amendment, master plan amendment, rezoning and variances to allow for the construction of 43 'For-Sale' single-family townhomes on 6.2 acres in the North Point Overlay. A master plan amendment is requested to add 'Dwelling, 'For-Sale', Attached' to the list of permitted uses in the Delta Credit Union Master Plan. A rezoning is requested from O-I (Office-Institutional) to R-8A/D (Dwelling, 'For-Sale', Attached/Detached Residential), as well as a change to the comprehensive land use plan designation from 'Corporate Office' to 'High Density Residential'. Variances are requested to modify North Point Overlay site regulations (setback, sidewalk, planter, building height and other site regulations inconsistent with the plan) and block and access regulations (dead-end streets, vehicular cross access, gating, and other block and access regulations inconsistent with the plan). The subject property is located at 0 North Fulton Expressway at the northeast corner of Haynes Bridge Road and Rock Mill Road. The proposed density is 6.94 dwelling units per acre.
- The undeveloped, wooded property is zoned O-I and is subject to the Delta Credit Union Master Plan. Surrounding properties are zoned O-I to the east, PSC (Planned Shopping Center) to the south and CUP (Community Unit Plan) to the west. Georgia 400 is located to the north, Fulton County Schools North Maintenance Shop is located to the east, North Point Commons shopping center is located to the south and Atlanta Center for Dental Health is located to the west. A comprehensive land use plan amendment is requested from 'Corporate Office' to 'High Density Residential' to allow the proposed residential zoning and use.
- The Delta Credit Union Master Plan was originally approved in 2006 with amendments to a reversion clause in 2009 and 2011. The master plan allows 20,480 square feet per acre of office and bank uses with a maximum building height of ten (10) stories or 150' on the subject property.
- The site plan depicts a six-foot (6') sidewalk and six-foot (6') planter on Rock Mill Road and an eight-foot (8') sidewalk and six-foot (6') planter on Haynes Bridge Road. Six-foot (6') sidewalks are depicted throughout the development.
- The submitted site plan depicts 43 'For-Sale' townhome units with gated access from a new driveway off Rock Mill Road. Fourteen (14) townhomes are oriented to Rock Mill Road and the remaining are internally oriented to open space within the development. Townhomes are proposed to be three (3) stories and 42', with a typical footprint of 24' x 51'. Units are rear loaded with access from a new internal street and alleys, which will be private.
- Assuming all townhomes are three (3) bedrooms, the Unified Development Code (UDC) Parking regulations and North Point Overlay requirements would require 103 parking spaces for the 43-unit townhome development.
- Each home is proposed accommodate two (2) side-by-side parking spaces in a garage, as well as two (2) spaces in a code-compliant driveway, for a total of 172 parking spaces. Three (3) guest parking spaces are depicted near the amenity area.
- The North Point Overlay requires a minimum five percent (5%) amenity space and ten percent (10%) civic space, or a total of 0.93 acres of open space. The site plan depicts 1.5 acres, or 24%, of the property as open space. Civic space, consisting of 0.7 acres, is depicted at the corner of Haynes Bridge Road and Rock Mill Road, which will include a tree save area, walking trail, bicycle racks and repair center, North Point monument/focal point feature, and benches. A 0.8-acre amenity area is depicted on the north side of the development, which will include a community garden, fire pit, walking trail, tree save area and mail kiosk.
- The property is wooded, consisting of a mix of hardwoods and pines. Tree saves are depicted along Haynes Bridge Road in an area called out to be civic space, as well as in the amenity area depicted on the north side of the development. A stormwater management facility is depicted in the northeast corner of the property closest to Georgia 400.
- Renderings provided by the applicant depict the townhomes to be three (3) stories with a combination of brick and board and batten exterior materials.

- The North Point Overlay requires that EcoDistrict measures be incorporated into all new developments, of which a minimum seven (7) EcoDistrict points are required. According to the applicant's letter of intent, the development proposes eleven (11) EcoDistrict points. EcoDistrict points are requested for Building Energy Efficiency, Building Water Efficiency, Enhanced Bicycle Amenities, Additional Landscaped Civic Space and Alternative Measure (community garden and nature trail).

EcoDistrict Measures	Available Points	Requested Points
Building Energy Efficiency	3	3
Building Water Efficiency	2	2
Enhanced Bicycle Amenities	1-2	1
Additional Landscaped Civic Space	1-5	1
Alternative Measure – Community Garden	1-3	3
Alternative Measure – Nature Trail	1-3	1
TOTAL	9-18	11

- The applicant provided a trip generation report, which shows that the proposed 43 townhomes would generate approximately 24 AM Peak Hour trips and 29 PM Peak Hour trips.
- The CZIM was held on May 11, 2022. There were public comments and questions with concerns over potential impacts to the property from the Georgia 400 improvements, whether additional townhomes are needed in Alpharetta, traffic, impacts to schools, parking, public safety access, and price points.
- Approve MP-22-06/CLUP-22-01/Z-22-07/V-22-11 Beazer Homes/Delta Credit Union Master Plan, subject to the following conditions:
 1. The 6.2-acre property shall be zoned 'R-8A/D' and shall be developed substantially as depicted on the plan prepared by BGE, dated 5/25/22, except for modifications required to comply with these conditions. However, lot yield depicted is not guaranteed and subject to meeting all City code requirements and conditions of zoning.
 2. The Comprehensive Land Use Plan designation of the property shall be 'High Density Residential'.
 3. 'Dwelling, 'For-Sale' Attached' shall be listed as a permitted use in the Delta Community Credit Union Master Plan, with a maximum density of 6.94 dwelling units per acre.
 4. Development shall be gated.
 5. Building setbacks and building separation shall be as depicted on the site plan prepared by BGE, dated 5/25/22.
 6. Architecture and materials shall be developed substantially similar to the submitted renderings, labeled Exhibit A, subject to final approval by Staff.
 7. EcoDistrict points shall be substantially similar to the description provided on the site plan prepared by BGE, dated 5/25/22, as approved by Staff. Developer shall provide detailed information at LDP and building permit regarding compliance with each requested EcoDistrict measure.
 8. At a minimum, community garden shall include raised planters, tool shed and irrigation. HOA shall be responsible for the maintenance of the community garden.
 9. Minimum 0.7 acres of civic space shall be developed at the corner of Haynes Bridge Road and Rock Mill Road, which shall include decorative hardscape, landscape, and North Point EcoDistrict Monument or District Threshold. A unique EcoDistrict monument shall require approval by the Cultural Arts Commission. Hardscape, landscape and monument/district threshold shall be maintained by the HOA.
 10. Minimum 1.5 acres of open space shall be reserved and improved substantially as depicted on the site plan prepared by BGE, dated 5/25/22. HOA shall be responsible for the maintenance of all open space areas.

11. Green stormwater design techniques shall be employed to address run-off reduction, as approved by Staff.
 12. Privacy fences and unfinished wood decks shall not be visible from the public right-of-way.
 13. Townhomes shall have connectivity to the public sidewalk system.
 14. New internal street (not including alleys) shall be developed with a minimum 4' planter planted with street trees and 5' sidewalk on one side of the street, as approved by Staff. Decorative pedestrian lighting shall be required throughout the development. Internal streets and alleys shall be private and maintained by the HOA. Development and street names shall be representative of the North Point EcoDistrict.
 15. Developer shall improve the Haynes Bridge Road streetscape as follows: minimum 6' planter planted with street trees, 8' concrete sidewalk and decorative pedestrian lighting, with final approval by Staff. In lieu of tree grates, the soil area around street trees shall be planted with evergreen ornamental grasses, groundcovers and/or shrubs. Street trees and landscape strip material shall alternate on both sides of the sidewalk, as approved by Staff.
 16. Developer shall improve the Rock Mill Road streetscape as follows: minimum 6' planter planted with street trees, 6' concrete sidewalk and decorative pedestrian lighting, with final approval by Staff. In lieu of tree grates, the soil area around street trees shall be planted with evergreen ornamental grasses, groundcovers and/or shrubs. Street trees and landscape strip material shall alternate on both sides of the sidewalk, as approved by Staff.
 17. Developer shall provide an enhanced pedestrian crossing across Rock Mill Road at Haynes Bridge Road and at the entrance to the Fulton County Schools maintenance facility, which shall include the North Point EcoDistrict leaf pattern pavement markings. Enhanced crossing shall be eligible for impact fee credits, as approved by Staff.
 18. Minimum 25' undisturbed buffer shall be provided along the east property line.
 19. Georgia 400 buffer shall be planted where sparse.
 20. Minimum 10' landscape strip shall be required along Private Road B. Landscape strips and buffers shall be exclusive of utilities and easements, except that if Fulton County requires an unencumbered easement shrubs shall replace tree requirements on one side of the street.
 21. Pedestrian amenities including pathways, lighting, and benches should be included throughout the development.
 22. Trees shall be preserved as depicted on the site plan prepared by BGE, dated 5/25/22. Tree save areas shall be thinned out, cleaned up and replanted, as approved by Staff.
 23. Site plan shall comply with IFC Appendix D, as determined by the Fire Marshal.
 24. No more than 10% of the residential units shall be permitted to be rented, as recorded in the HOA's declarations and covenants.
- The applicant, Julie Sellers, came forward to speak on behalf of this application.
 - Traffic counts are significantly less than an office space.
 - We don't think the site is sufficient for a standalone office space.
 - There would be 43 townhomes.
 - We believe that the goals of the city represent the changes to the comp plan we are presenting.
 - The walking trail is only for the residents.
 - We want to create a sense of place in the EcoDistrict.
 - The Planning Commission discussed the following:
 - There has to be a compelling reason to make an amendment to the CLUP. What would you say this is? I believe we need residential in this area. We haven't been very successful in getting a lot of people living close to the existing retail. We do think it's still a viable office point, but nothing has been

successful.

- The constraints on the property would affect residential more than commercial because of its proximity to GA400.
- What kind of fencing is between GA400 and this community? I'm not aware of any fencing. We don't allow fencing within the buffer.
- Is Staff okay with the changes to conditions? Yes. They're just points of clarification.
- If the exit is on to Rock Mill Road, you can only go right, correct? Yes, there's a median there.
- How does this enhance the walkability along North Point? I'm concerned with how busy Haynes Bridge Road is. Having the sidewalks and landscaping be a comfortable experience enhances it. Piano keys are in terrible condition at Rock Mill. Adding the lead print for the EcoDistrict will be more appealing and will alert drivers. The stairs that go to the BestBuy shopping center provide good enhancement.
- On the stormwater management, can you explain the vision? The intent is for the landscaping to be in the rear area as you go towards the buffer. It will be attractive.
- Would you be open to a walking trail around it? I think that area is a tree save, and we don't want to commit to something the arborist would take issue with.
- I do prefer seeing homes for sale versus apartments or office.

Public Comment:

- There were no public comments for this item.
 - ❖ Commissioner Perkins offered a motion to approve the item subject to the following conditions from Staff, substituting the modifications requested by the applicant:
 1. The 6.2-acre property shall be zoned 'R-8A/D' and shall be developed substantially as depicted on the plan prepared by BGE, dated 5/25/22, except for modifications required to comply with these conditions. However, lot yield depicted is not guaranteed and subject to meeting all City code requirements and conditions of zoning.
 2. The Comprehensive Land Use Plan designation of the property shall be 'High Density Residential'.
 3. 'Dwelling, 'For-Sale' Attached' shall be listed as a permitted use in the Delta Community Credit Union Master Plan, with a maximum density of 6.94 dwelling units per acre.
 4. Development ~~shall~~ may be gated.
 5. Building setbacks and building separation shall be as depicted on the site plan prepared by BGE, dated 5/25/22.
 6. Architecture and materials shall be developed substantially similar to the submitted renderings, labeled Exhibit A, subject to final approval by Staff.
 7. EcoDistrict points shall be substantially similar to the description provided on the site plan prepared by BGE, dated 5/25/22, as approved by Staff. Developer shall provide detailed information at LDP and building permit regarding compliance with each requested EcoDistrict measure.
 8. At a minimum, community garden shall include raised planters, tool shed and irrigation. HOA shall be responsible for the maintenance of the community garden.
 9. Minimum 0.7 acres of civic space shall be developed at the corner of Haynes Bridge Road and Rock Mill Road, which shall include decorative hardscape, landscape, and North Point EcoDistrict Monument or District Threshold. A unique EcoDistrict monument shall require approval by the Cultural Arts Commission. Hardscape, landscape and monument/district threshold shall be maintained by the HOA.
 10. Minimum 1.5 acres of open space shall be reserved and improved substantially as depicted on the site plan prepared by BGE, dated 5/25/22. HOA shall be responsible for the maintenance of all open space areas.
 11. Green stormwater design techniques shall be employed to address run-off reduction, as approved by Staff.
 12. Privacy fences and unfinished wood decks shall not be visible from the public right-of-way.
 13. Townhomes shall have connectivity to the public sidewalk system.

14. New internal street (not including alleys shown as Roads C and D) shall be developed with a minimum 4' planter planted with street trees and 5' sidewalk on one side of the street, as approved by Staff. Decorative pedestrian lighting shall be required throughout the development. Internal streets and alleys shall be private and maintained by the HOA. Development and street names shall be representative of the North Point EcoDistrict.
15. Developer shall improve the Haynes Bridge Road streetscape as follows: minimum 6' planter planted with street trees, 8' concrete sidewalk and decorative pedestrian lighting, with final approval by Staff. In lieu of tree grates, the soil area around street trees shall be planted with evergreen ornamental grasses, groundcovers and/or shrubs. Street trees and landscape strip material shall alternate on both sides of the sidewalk, as approved by Staff.
16. Developer shall improve the Rock Mill Road streetscape as follows: minimum 6' planter planted with street trees, 6' concrete sidewalk and decorative pedestrian lighting, with final approval by Staff. In lieu of tree grates, the soil area around street trees shall be planted with evergreen ornamental grasses, groundcovers and/or shrubs. Street trees and landscape strip material shall alternate on both sides of the sidewalk, as approved by Staff.
17. Developer shall provide an enhanced pedestrian crossing across Rock Mill Road at Haynes Bridge Road and at the entrance to the Fulton County Schools maintenance facility, which shall include the North Point EcoDistrict leaf pattern pavement markings. Enhanced crossing shall be eligible for impact fee credits, as approved by Staff.
18. Minimum 25' undisturbed buffer shall be provided along the east property line.
19. Georgia 400 buffer shall be planted where sparse.
20. Minimum 10' landscape strip shall be required along Private Road B. Landscape strips and buffers shall be exclusive of utilities and easements, except that if Fulton County requires an unencumbered easement shrubs shall replace tree requirements on one side of the street.
21. Pedestrian amenities including pathways, lighting, and benches should be included throughout the development.
22. Trees shall be preserved as depicted on the site plan prepared by BGE, dated 5/25/22. Tree save areas shall be thinned out, cleaned up and replanted with landscaping materials (not additional trees), as approved by Staff.
23. Site plan shall comply with IFC Appendix D, as determined by the Fire Marshal.
24. No more than 10% of the residential units shall be permitted to be rented, as recorded in the HOA's declarations and covenants.
 - o Commissioner Zurinkas seconded the motion.
 - o The motion was approved unanimously (6-0).

VII. ADJOURNMENT

- Chairman Kung'u adjourned the meeting at 9:38 p.m.

Respectfully submitted,

Alexandra Callum

Alexandra Callum, Planning + Zoning Coordinator



CITY COUNCIL MEETING STAFF REPORT

SUBMITTING DEPARTMENT: COMMUNITY DEVELOPMENT

SUBMITTED BY: KATHI COOK

DRAFTED BY: MICHAEL WOODMAN

I. AGENDA ITEM TITLE: Z-22-10/V-22-22 1110 UPPER HEMBREE ROAD

PLANNING COMMISSION: JULY 7, 2022

CITY COUNCIL: JULY 25, 2022

II. RECOMMENDATION:

Approve Z-22-10/V-22-22 1110 UPPER HEMBREE ROAD, subject to the following conditions:

1. Approximately 0.99 acres shall be zoned O-P and limited to professional or medical office. Site shall be developed substantially similar to the submitted site layout, dated 4/20/2022, except for modifications required to comply with the conditions below and subject to meeting all City code requirements and conditions of zoning.
2. Exterior modifications to the existing structure shall be residential in character, as determined and approved by Staff.
3. Developer shall dedicate necessary right-of-way along Upper Hembree Road and shall improve the streetscape with curb and gutter, minimum 6' planter planted with street trees, minimum 6' sidewalk and pedestrian lighting, as approved by Staff. Sidewalk shall be installed with minimal impacts to trees, as approved by Staff.
4. Landscape strip along Upper Hembree Road shall be planted with appropriate landscape material in consideration of spacing limitations based on existing trees, as approved by Staff.
5. Developer shall save the following specimen trees: #1020, 1022, and 1023 as listed on the arborist report prepared by Outdoor Spaces LLC, dated 3/16/2022. Tree groupings and trees of quality along Upper Hembree Road shall be saved where not impacted by the parking lot and parking lot shall be installed in a manner to limit impacts to existing trees, as approved by Staff.
6. A 50' undisturbed buffer shall be provided at the rear of the property and shall be replanted where sparse with a mix of evergreen trees and shrubs, as approved by Staff.
7. Gravel parking lot shall be permitted as depicted on the submitted site layout, dated 4/20/2022. To protect tree roots, a grid system and biobarrier shall be required under the gravel parking area and stone or paver edging material shall be required around the perimeter of the gravel parking area to maintain rock base, as approved by Staff.

III. REPORT IN BRIEF:

The applicant, Richard Wernick, is requesting a rezoning and variance to allow for a single-family detached home to be converted to an office on approximately one (1) acre. A rezoning is requested from R-15 (Dwelling, 'For-Sale', Residential) to O-P (Office-Professional) and a variance is requested to allow gravel parking. The subject property is located at 1110 Upper Hembree Road on the north side of Upper Hembree Road and just west of Harris Road.

DISCUSSION

The submitted request, if approved, would allow for the conversion of a single-family detached home to an office on approximately one (1) acre. A rezoning is requested from R-15 (Dwelling, 'For-Sale', Residential) to O-P (Office-Professional) and a variance is requested to allow a gravel

parking lot. The subject property is located at 1110 Upper Hembree Road on the north side of Upper Hembree Road and just west of Harris Road.

The property is developed with a single-family detached home. Surrounding properties are zoned R-12 (Dwelling, 'For-Sale', Residential) to the north and O-I (Office-Institutional) to the east, west and south. Birch Hollow subdivision is located to the north, Peach State Pool Service & Builders is located to the west, IT Security Compliance Group is located to the east and Alpha Medical Plaza is located to the south. The comprehensive land use plan designation of the property is 'Professional Business Office', which allows the proposed office use.

A variance is requested to allow parking on a gravel surface. Unified Development Code (UDC) Subsection 2.5.5(D) requires that off-street parking areas be surfaced with concrete or asphalt. The site plan depicts seven (7) parking spaces in the front yard of the property. Qualitatively speaking, gravel has more pores than asphalt or concrete, which is a benefit from a stormwater management and tree impact perspective. However, the City's UDC considers gravel impervious when it comes to driveways or parking due to the compacted base to support a vehicle.

Variance requests have been approved to allow gravel parking or driveways, including at Voysey, 62 & 72 Thompson Street and 12570 Hopewell Road. In addition, the City's Downtown Code allows gravel parking/driveways in the Downtown as an incentive for saving a historic structure. Past variance conditions have required a grid system under the gravel areas to address soil compaction.

SITE PLAN

The site plan depicts a one (1) story over basement single-family detached home being converted to an office, which includes the addition of a gravel parking lot accommodating seven (7) parking spaces. The existing structure is approximately 1,820 square feet and has access from a driveway off Upper Hembree Road. No additions are proposed to the structure. The structure is set back approximately 95' from Upper Hembree Road. The property complies with the district regulations in the O-P district.

Nine (9) parking spaces are depicted on the site plan, including seven (7) spaces in a gravel parking area at the front of the structure and two (2) spaces on the side of the structure. The Unified Development Code (UDC) requires one (1) parking space per 200 square feet for medical office and one (1) parking space per 250 square feet for professional office. Therefore, a maximum of nine (9) parking spaces would be required for an office use.

The applicant's arborist assessment identifies four (4) specimen trees in the front yard of the property, of which all four (4) will be saved. Additional tree groupings and trees of quality should be saved on the property. In addition, the 50' undisturbed buffer required at the rear of the property should be replanted where sparse in order to screen the property from the neighboring residential subdivision to the north.

STANDARDS FOR ZONING CHANGES

The Planning Commission and the City Council shall consider the following standards in considering a rezoning application, giving due weight or priority to those factors particularly appropriate to the circumstances of each application:

- a. Whether the zoning proposal will permit a use that is suitable in view of the zoning use and development of adjacent and nearby property.

Response: The requested zoning, O-P, is consistent with the future land use designation of the property and surrounding area, which is 'Professional Business Office'. Over the years, the single-family detached homes along Upper Hembree Road have converted to office uses.

- b. Whether the zoning proposal will adversely affect the existing use or usability of adjacent or nearby property.

Response: The zoning proposal would not adversely affect the existing use or usability of adjacent or nearby properties, which have also been rezoned to allow office uses.

- c. Whether the zoning proposal will adversely affect the natural environment.

Response: The applicant's proposal should not adversely affect the natural environment. The applicant proposes a gravel parking lot in order to limit impacts to existing trees.

- d. Whether there are substantial reasons why the property cannot or should not be used as currently zoned.

Response: The subject property is zoned R-15, which allows a single-family detached home. Over the years, the single-family detached homes along Upper Hembree Road have converted to office uses based on the future vision for this area, which is 'Professional Business Office'.

- e. Whether the zoning proposal will result in a use that will or could cause an excessive or burdensome use of public facilities or services, including but not limited to existing streets and transportation facilities, schools, water or sewer utilities, and police or fire protection.

Response: The zoning proposal would not cause an excessive burden on public facilities and services. The requested rezoning would allow the existing 1,820 square foot structure to be used for an office.

- f. Whether the zoning proposal is supported by new or changing conditions not anticipated or reflected in the existing zoning on the property.

Response: The comprehensive land use plan designation of the property is 'Professional Business Office', which allows the proposed O-P zoning district.

- g. Whether the zoning proposal reflects a reasonable balance between the promotion of the public health, safety, morality or general welfare against the right to unrestricted use of property.

Response: The zoning proposal reflects a reasonable balance. The applicant's proposal is compatible with the future land use of the property, which allows office uses.

h. Whether there are substantial reasons why the property cannot be used in accordance with existing zoning.

Response: The subject property is zoned R-15, which allows a single-family detached home. Over the years, the single-family detached homes along Upper Hembree Road have converted to office uses based on the future vision for this area, which is 'Professional Business Office'.

i. The extent to which the zoning proposal is consistent with the Comprehensive Plan.

Response: The comprehensive land use plan designation of the property is 'Professional Business Office', which allows the proposed O-P zoning district.

VARIANCE REVIEW CRITERIA

The City of Alpharetta Unified Development Code Article IV, Section 4.5.3 outlines the criteria set forth for granting a variance. The ordinance specifically states..."a variance may be granted upon a finding that":

(1) There are extraordinary and exceptional conditions pertaining to the particular piece of property in question because of its size, shape or topography; or

Response: There are not exceptional conditions pertaining to the subject property due to its size, shape or topography. However, a gravel parking lot with grid system would help minimize impacts on several trees surrounding the parking area.

(2) The application of the Ordinance to this particular piece of property would create an unnecessary hardship; or

Response: The application of the Ordinance would require a concrete or asphalt surface for the parking area. However, a gravel parking lot with grid system would help minimize impacts on several trees surrounding the parking area.

(3) There are conditions that are peculiar to the property which adversely affect its reasonable use or usability as currently zoned; or

Response: There are several trees in the front yard of the subject property. A gravel parking lot with grid system would help minimize impacts on several trees surrounding the parking area.

(4) Relief, if granted, would not cause substantial detriment to the public good or impair the purpose and intent of the City of Alpharetta ordinances.

Response: Relief should not cause a substantial detriment to the public good. The proposed gravel driveway would benefit stormwater management and impacts to trees. If approved, a condition is recommended requiring a grid system and biobarrier under the gravel parking area to address compaction of soils.

CONCURRENCES

Staff has reviewed the applicant's proposal against the established review criteria for a rezoning and variance. The zoning proposal is consistent with the surrounding development pattern and comprehensive land use plan designation of the property, which is 'Professional Business Office'. The variance to allow gravel parking will provide positive benefits as it relates to stormwater management and impacts to trees. Gravel is more porous than concrete or asphalt and would allow water to penetrate the ground. If approved, a condition is recommended requiring a grid system and biobarrier under the gravel parking area to address compaction of soils.

CITIZEN PARTICIPATION PLAN

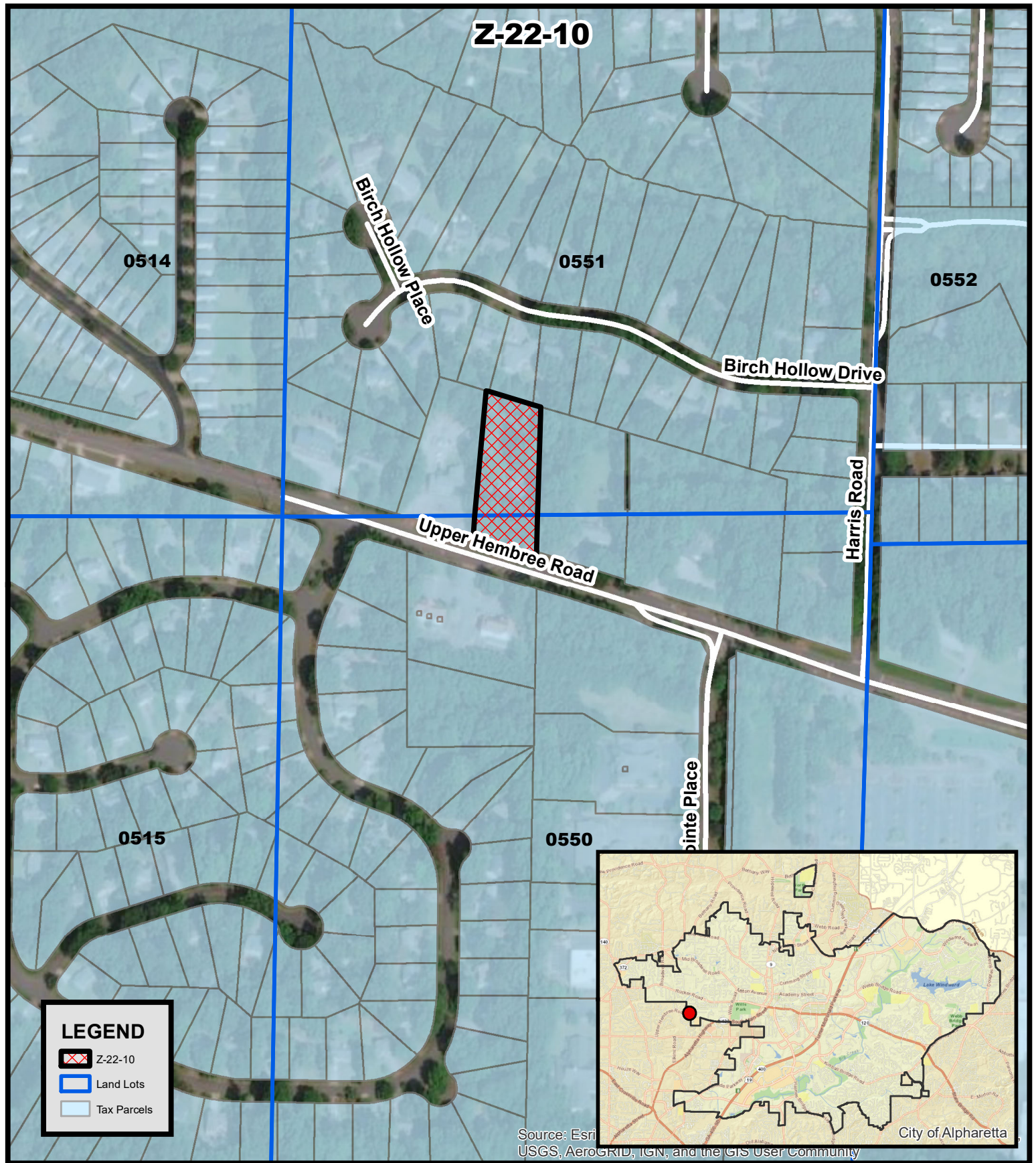
The report submitted by the applicant states that property owners within 500' were contacted regarding the applicant's intent. The report states that no comments were received.

COMMUNITY ZONING INFORMATION MEETING

CZIM was held on June 8, 2022. There were no public comments.

IV. ATTACHMENTS:

- Site Plan

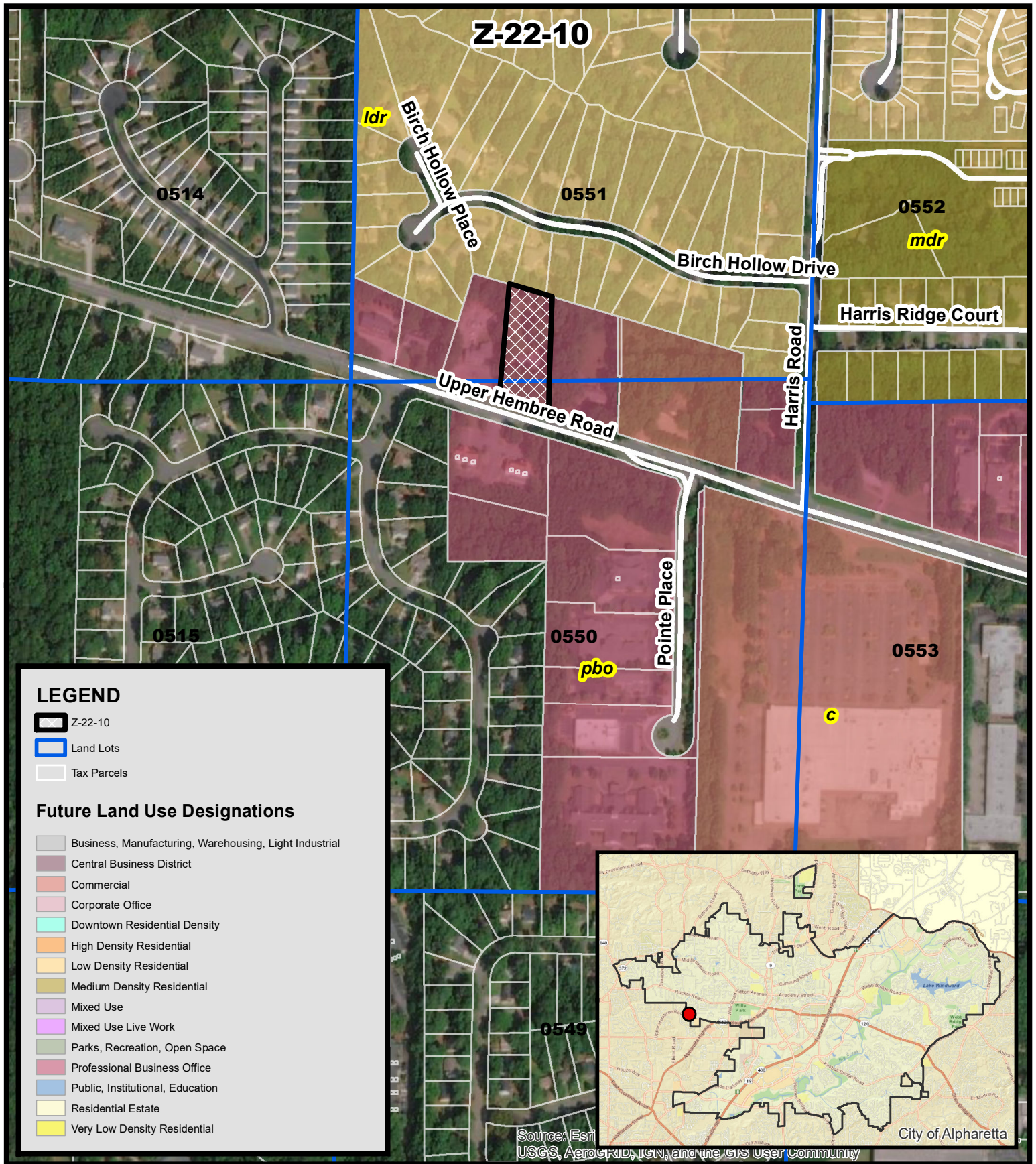


Z-22-10
D/LL: 1/2/0550, 0551
PC: 7/07/22
CC: 7/25/22

Location Map 1110 Upper Hembree Road



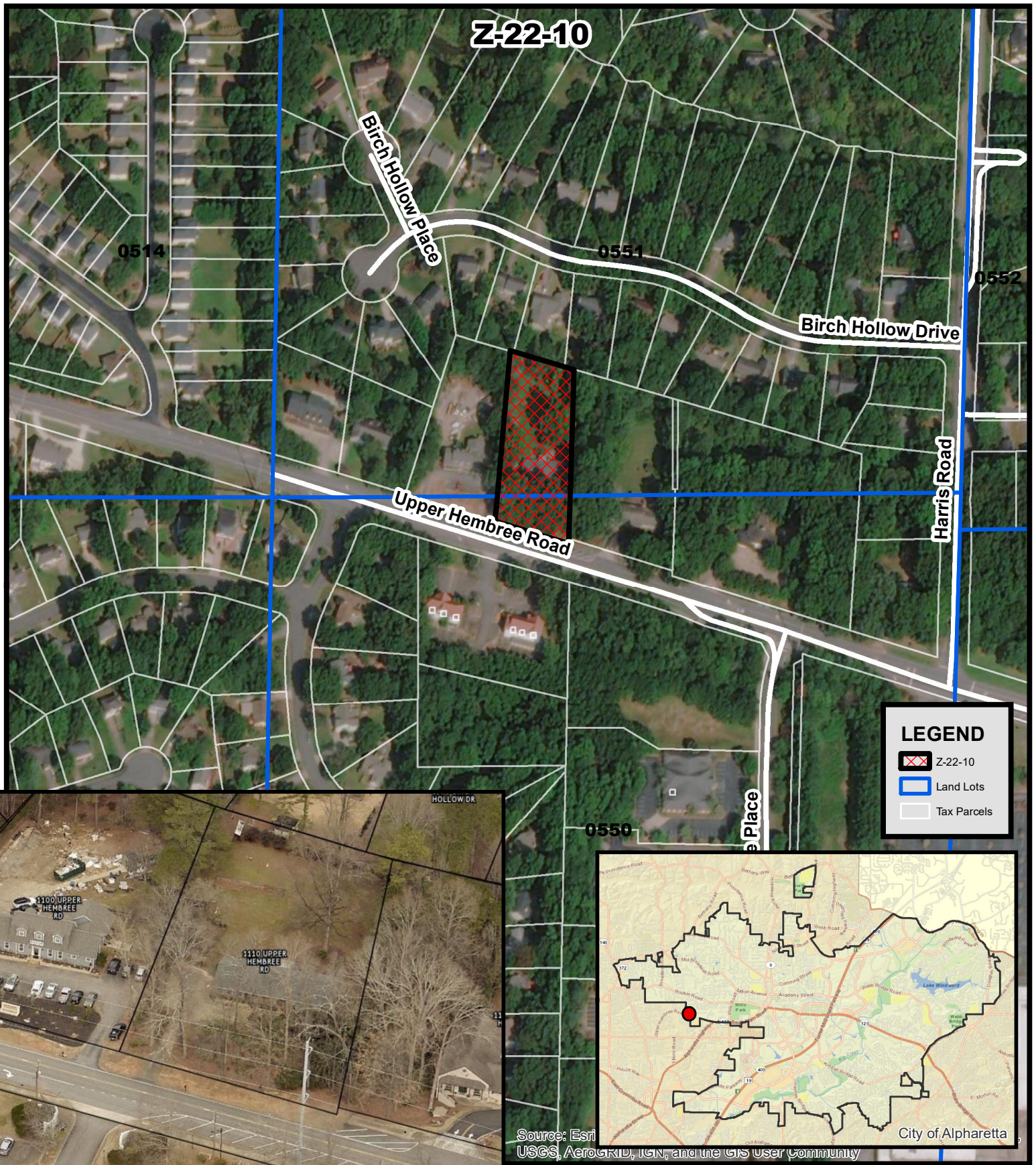
Location Map Provided by:
Community Development - GIS



Future Land Use Map **1110 Upper Hembree Road**

Z-22-10
D/LL: 1/2/0550, 0551
PC: 7/07/22
CC: 7/25/22

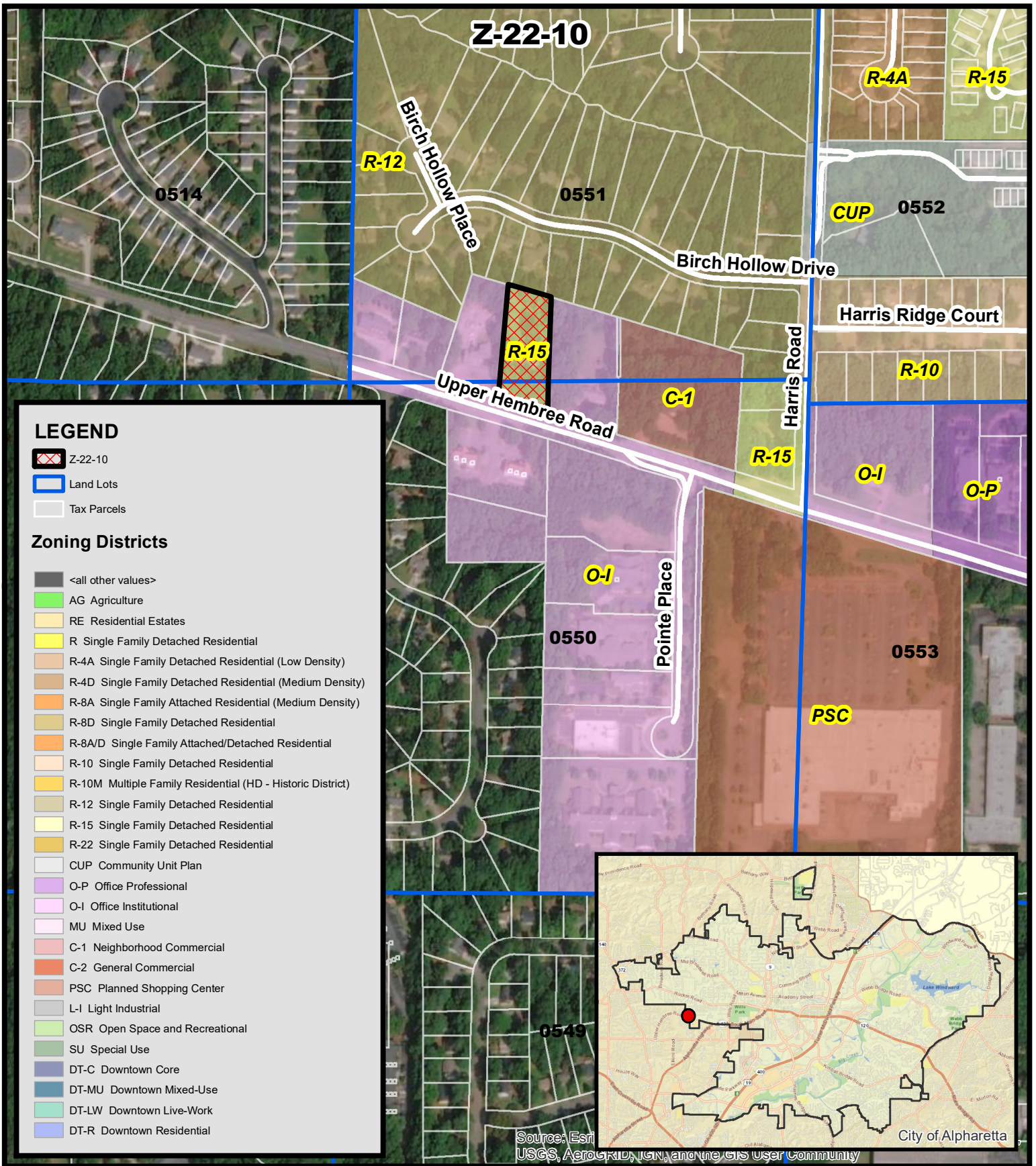
Location Map Provided by:
Community Development - GIS



Aerial Map **1110 Upper Hembree Road**

Z-22-10
D/LL: 1/2/0550, 0551
PC: 7/07/22
CC: 7/25/22

Location Map Provided by:
Community Development - GIS



Zoning Map **1110 Upper Hembree Road**

Z-22-10
D/LL: 1/2/0550, 0551
PC: 7/07/22
CC: 7/25/22

Location Map Provided by:
Community Development - GIS

CITIZEN PARTICIPATION FORM - PART B

This form must be completed and submitted to the City of Alpharetta Community Development Department a minimum of twenty (20) working days prior to the scheduled Public Hearing. Failure to do so will result in cancellation of the scheduled hearing.

Public Hearing or Project Name: 1110 UPPER HEMBREE ROAD

Contact Name: RICHARD WERNICK Telephone: 7705273286

Please describe comments and concerns provided by any and all individuals contacted as part of the the Citizen Participation Program. If any individuals provided written correspondence, please attach copies of same to this report.

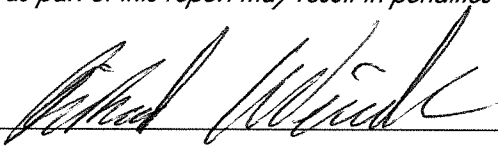
NO COMMENTS HAVE BEEN RECEIVED

Method by which these individuals were contacted. Please mark all that apply. *Please provide samples of any and all written communications used to provide notification.*

- | | | |
|--|---|--------------------------|
| ☒ Letter | ☐ Personal Visits | |
| ☐ Telephone | ☐ Group Meeting | |
| ☐ Email | ☒ Other <i>(Please Specify)</i> | <u>CZIM ZOOM MEETING</u> |

Attach a list of people who have been notified of this application and provided information describing the subject proposal. Please note that ALL adjoining property owners MUST be notified.

I, the undersigned, as an authorized representative of the applicant and Public Hearing item identified above, do solemnly swear and attest, subject to criminal penalties for false swearing, that the information provided in this Citizen Participation Form - Part B and in any and all documents provided in support of this report are true and accurate. I further understand that any false statements provided by representatives of the applicant as part of this report may result in penalties up to and including denial of the subject application.

Signature of Authorized Agent: 

Date: 6/13/20

Print Form



Community Zoning Information Meeting
June 8, 2022
Department of Community Development
Via Zoom
6:00 PM

This summary is provided as a convenience and service to the public, media and staff. It is not the intent to record proceedings verbatim. Any reproduction of this summary must include this notice. Public comments are noted as heard by Planning Commission, but not quoted or paraphrased. This document includes limited presentation by Planning Commission and invited speakers in summary form. The public is advised that the tapes recorded at said meeting are a matter of public record and are available upon request.

I. Staff Members Present:

- a. Michael Woodman, Planning + Development Services Manager
- b. Alexandra Callum, Planning + Zoning Coordinator
- c. Nikisha Mistry, GIS Specialist / Planner

II. Items:

- a. 1110 Upper Hembree Road – presented by Richard Wernick
 - i. Request to convert property to office use.
 - ii. Could potentially be medical office use.
 - iii. Proposing gravel for the driveway.There were no public comments on this item.
- b. 133 Cumming Street – presented by Tori Young
 - i. Goal is to bring a historic home back to life.
 - ii. The overall property is 1.8 acres.
 - iii. The historic home would be .5 acres, the middle .75 acres, and the third just over .5 acres.
 - iv. Variance request to pipe the creek.
 - v. Asking for exceptions to allow for setbacks that are granted in the Downtown Overlay and impervious areas.

Public Comment:

- Marcelo Salvatierra: It is encouraging to see that someone wants to update the house and even to add that kind of character. The only concern is piping the creek. What kind of precedent does this set?
 - Tori: A lot of consideration went into it. This home has been the source of contention for a while. We looked at the creek banks and saw they were in bad shape. Something would have to be done regardless. Jill Bazinet, Stormwater Engineer, said that we

have to leave this property two times better from a storm water management perspective.

- Mark Reed: I like the trees, but I realize this is a downtown walkable location. I think the proposed development fits within the total scope of what downtown should look like. I heard that where the pipe goes would possibly be a pocket park. Is there any information on this?
 - Tori: It ended up not going anywhere.
- Jill Bernard: Can you explain what the grey areas are on the plan?
 - Brian, engineer for the project: They represent an underground retention and water system with gravel bottoms. The oblong shape in the middle is a grassy sweep to allow for more infiltration in that low area. The larger dotted line is the large storm water conveyance pipe that is passing the water from upstream to discharge into the swell on the far right. The hexagon filled area will be rip rap.
- Jan and Larry Bradley: I am really thankful that it will be restored. I hope it looks the same and the porch is left.

III. Chat Comments:

There were no chat comments during the CZIM.

IV. Meeting Ended at: 6:20 p.m.

CITY OF ALPHARETTA

PUBLIC HEARING APPLICATION

FOR OFFICE USE ONLY

Case #: Z-22-10 / V-22-22

PH #: _____

☐ Property Taxes & Code Violations Verified

☐ Fee Paid Initial: _____

COMMUNITY DEVELOPMENT DEPARTMENT

2 PARK PLAZA

ALPHARETTA, GA 30009

1. This page should be the first page in each of your completed application packets.
2. It is preferred that all responses be typed. Illegible applications will not be accepted.
3. Prior to signing and submitting your application, please check all information supplied on the following pages to ensure that all responses are complete and accurate. Incomplete applications will not be accepted.
4. Payment of all applicable fees must be made at the time of application. Payment may be made via cash, credit card (American Express, Master Card or Visa), or check made payable to "City of Alpharetta." Please note that a 3% convenience fee will be added to all credit card transactions.
5. Applications will be accepted on the designated submittal dates between the hours of 8:30 AM and 3:30 PM.
6. If you have any questions regarding this form, please contact the Community Development Department by calling 678-297-6070.

Contact Information:

Contact Name: RICHARD WERNICK

Telephone: 770-527-3286

Address: 3366 CARVERTON LANE

Suite: _____

City: ALPHARETTA

State: GA

Zip: 30022

Fax: _____

Mobile Tel: 770-527-3286

Email: RCWERNICK@GMAIL.COM

Subject Property Information:

Address: 1110 UPPER HEMBREE ROAD

Current Zoning: R15

District: 157 Section: 2nd Land Lot: 550 + 551 Parcel ID: 12 223005500213

Proposed Zoning: O&P

Current Use: RESIDENTIAL (VACANT)

This Application For (Check All That Apply):

☐ Conditional Use

☐ Master Plan Amendment

☐ Comprehensive Plan Amendment

☒ Rezoning

☐ Master Plan Review

☐ Variance

☒ Public Hearing

☐ Exception

☐ Other (Specify): _____

APPLICANT REQUEST AND INTENT

What is the proposed use(s) of the property?

THE PROPOSED USE OF THE PROPERTY IS OFFICE WITHIN THE O&P DESIGNATION

Applicant's Request (Please itemize the proposal):

THE APPLICANT REQUEST AN O&P ZONING DESIGNATION FOR THIS PROPERTY SO THE PROPERTY CAN OCCUPIED BY A FIRM OR COMPANY MEETING THIS DESIGNATION BY THE CITY OF ALPHARETTA.

Applicant's Intent *(Please describe what the proposal would facilitate).*

THE PROPERTY WILL BE REMODELED AND UPGRADED TO MEET THE CODES FOR O&P USE.

ALPHARETTA PLANNING COMMISSION REVIEW CRITERIA

How will this proposal be compatible with surrounding properties?

SURROUNDING PROPERTIES ON THE SOUTH, EAST AND WEST ARE DEVELOPED O&P. PROPERTIES ON THE NORTH ARE RESIDENTIAL IN A SUBDIVISION. THESE PROPERTIES WILL BE BUFFERED WITH A 50 FOOT BUFFER

How will this proposal affect the use and value of the surrounding properties?

THERE SHOULD BE NO EFFECT SINCE PROPERTIES IN THE AREA ARE ALREADY IN USE UNDER O&P ZONING

Can the property be developed for a reasonable economic use as currently zoned? Please explain why or why not.

THE PROPERTY FRONTS UPPER HEMBREE ROAD. THE HIGH TRAFFIC AND SURROUNDING PROPERTIES OCCUPIED AS OFFICE MAKES THE PROPERTY UNSUITABLE FOR CONTINUED RESIDENTIAL DEVELOPMENT

What would be the increase to population and traffic if the proposal were approved?

TRAFFIC INCREASE WOULD BE NEGLIGIBLE

What would be the impact to schools and utilities if the proposal were approved?

NO IMPACT ON SCHOOLS AND UTILITIES IMPACT WOULD BE NEGLIGIBLE

How is the proposal consistent with the Alpharetta Comprehensive Plan; particularly the Future Land Use Map?

THIS USE IS COMPATIBLE WITH THE ALPHARETTA COMPREHENSIVE PLAN AND THE FUTURE LAND USE MAP

Are there existing or changing conditions which affect the development of the property and support the proposed request?

THERE IS CONTINUED OFFICE AND PROFESSIONAL DEVELOPMENT IN THE AREA

On a separate sheet or sheets, please provide any information or evidence that supports your request and the statements that you have provided in this application.

PROPERTY OWNER AUTHORIZATION

Property Owner Information:

Contact Name: CAM LEVITAN

Telephone: 678-736-3300

Address: 1865 BETHANY WAY

Suite: _____

City: MILTON

State: GA

Zip: 30004

Authorization:

I do solemnly swear and attest, subject to criminal penalties for false swearing, that I am the legal owner, as reflected in the records of Fulton County, Georgia, of the property identified below, which is the subject of the attached Application for Public Hearing before the City of Alpharetta, Georgia.

As the legal owner of record of the subject property, I hereby authorize the individual named below to act as the applicant in the pursuit of the Application for Public Hearing in request of the items indicated below.

- | | |
|---|--|
| ☐ Annexation | ☐ Special Use |
| ☒ Rezoning | ☐ Conditional Use |
| ☐ Variance | ☐ Master Plan |
| ☐ Land Use Application | ☐ Other |

Property Owner's Authorized Applicant (if applicable):

Name of Authorized Applicant: RICHARD WERNICK

Telephone: 770-527-3286

Address: 3366 CARVERTON LANE

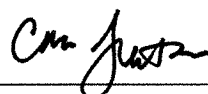
Suite: _____

City: ALPHARETTA

State: GA

Zip: 30022

So Sworn and Attested:

Owner Signature: 

Date: 1-22-2022

Notary:

Notary Signature: 

Date: 1-22-2022

Brian Levitan
Notary Public, Fulton County, Georgia
My Commission Expires 10/01/2023

DISCLOSURE FORM

The Official Code of Georgia Annotated requires disclosure of campaign contributions to government officials by an applicant or opponent of a rezoning or public hearing petition (O.C.G.A. 36-67 A-1).

Applicants must file this form with the City of Alpharetta Community Development Department within ten (10) days after filing for rezoning or public hearing. Opponents to a rezoning or public hearing petition must file this form five (5) days prior to the Planning Commission meeting at which the subject rezoning or public hearing petition is scheduled to be heard.

Name of Applicant or Opponent: **RICHARD WERNICK**

Subject Public Hearing Case: **1110 UPPER HEMBREE ROAD**

Campaign Contribution Information:

Please provide the requested information for each contribution with a dollar amount or value of \$250 or more made within the past two (2) years to an Alpharetta Official by the individual identified above. Please use a separate form for each Alpharetta Official to whom such a contribution as been made.

If the individual identified above has made no such contributions to an Alpharetta Official within the past two (2) years, please indicate this by entering "N/A" on the appropriate lines below.

Name of Official: **DONALD MITCHELL** Position: **CITY COUNCIL**

Description of Contribution: **CASH** Value: **\$250**

Description of Contribution: _____ Value: _____

Description of Contribution: _____ Value: _____

Description of Contribution: _____ Value: _____

Description of Contribution: _____ Value: _____

Campaign Contribution Information:

I do solemnly swear and attest, subject to criminal penalties for false swearing, that the information provided in this Disclosure Form is true and accurate and that I have disclosed herein any and all campaign contributions made to an Official of the City of Alpharetta, Georgia in accordance with O.C.G.A. 36-67 A-3.

Signature: 

Date: **4/25/22**

Exhibit A

PROPERTY PARCEL LEGAL DESCRIPTION

ALL THAT TRACT OR PARCEL OF LAND LYING AND BEING IN LAND LOTS 550 AND 551 OF THE 1st DISTRICT AND 2nd SECTION, FORMERLY MILTON, NOW FULTON COUNTY, GEORGIA, AND BEING MORE PARTICULARLY DESCRIBED AS FOLLOWS:

BEGINNING AT A POINT ON THE NORTHEASTERLY RIGHT OF WAY OF UPPER HEMBREE ROAD (60 FOOT RIGHT OF WAY, FORMERLY KNOWN AS NORTH HEMBREE ROAD) 744.1 FEET NORTHWESTERLY, AS MEASURED ALONG SAID RIGHT OF WAY OF UPPER HEMBREE ROAD, FROM THE INTERSECTION OF THE NORTHEASTERLY RIGHT OF WAY OF UPPER HEMBREE ROAD WITH THE WESTERLY RIGHT OF WAY OF HARRIS ROAD (60 FOOT RIGHT OF WAY), SAID POINT OF BEGINNING ALSO BEING 775.2 FEET NORTHWESTERLY FROM THE INTERSECTION OF SAID RIGHT OF WAY OF UPPER HEMBREE ROAD AND THE EAST LINE OF LAND LOTT 550;

THENCE ALONG SAID RIGHT OF WAY OF UPPER HEMBREE ROAD NORTH 75°11'24" WEST FOR A DISTANCE OF 150.00 FEET TO A FOUND 1" CTP;

THENCE LEAVING SAID RIGHT OF WAY OF UPPER HEMBREE ROAD NORTH 03°10'55" EAST FOR A DISTANCE OF 315.43' TO A FOUND 1" CTP;

THENCE SOUTH 75°07'00" EAST FOR A DISTANCE OF 129.60' TO A FOUND OF 1" CTP;

THENCE SOUTH 00°24'11" EAST FOR A DISTANCE OF 320.00' TO A POINT ON THE NORTHEASTERLY RIGHT OF WAY OF UPPER HEMBREE ROAD, AND BEING THE TRUE POINT OF BEGINNING.

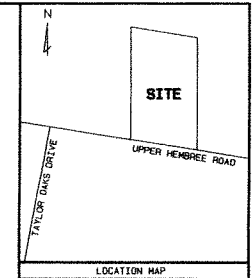
SAID TRACT OR PARCEL OF LAND CONTAINING 0.991 ACRES (43,175 SQUARE FEET), MORE OR LESS.

LETTER OF INTENT
1110 UPPER HEMBREE ROAD

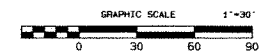
The subject property is .991 acres located in Land Lots 550 and 551 of the 1st District 2nd Section Fulton County, Georgia (Property). The Property is zoned R-15.

The request is a rezoning of the property to O&P to allow the Property to be used consistent with the O&P zoning designation. Adjacent property to the East, West, and South is currently being used as office.

The current structure is approximately 1820 square feet. On site parking will be provided in accordance with the O&P zoning designation.



1. SITE IS LOCATED IN LAND LOTS 950 AND 951 OF THE 1ST DISTRICT
2ND SECTION OF FULTON COUNTY, GA.
2. THE EXISTING HOUSE IS APPROX. 1,820 S.F. (1 STORY RANCH W/BASEMENT)
3. SITE CONTAINS .991 AC.
4. ZONING IS R-15.
5. SETBACKS ARE: FRONT= 65'
SIDE = 10'
REAR = 25'
6. THE PROPOSED H.C. RAMP TO MEET ALL ADA REQUIREMENTS.
THE H.C. SPACE TO BE PAVED WITH A MAX. SLOPE OF 2.00%.
7. TOPOGRAPHIC INFORMATION FROM FULTON COUNTY G.I.S.
8. SITE IS NOT LOCATED IN A 100 YEAR FLOOD ZONE PER
FIRM PANEL 13312C0054A - FULTON COUNTY
9. BOUNDARY INFORMATION PROVIDED BY BOUNDARY ZONE, INC. DATED 03/31/2004



DESIGN <u>D.A.</u>	CAM LEVITAN	RE ZONING PLAT	SITE PLAN	5			JOB NO.	
DRAWN <u>K.L.</u>				4			P.B. NO.	
CHECKED <u>D.A.</u>				3			DATE	04/20/2022
G.C. _____				2				
				1				
				NO.	DATE	REVISION	APPROVED BY	Sheet 1 of 1

CITIZEN PARTICIPATION FORM - PART A

This form must be completed and submitted with the applicant's completed Public Hearing Application. Applications submitted to the City of Alpharetta without a completed Citizen Participation Form - Part A will not be accepted.

Public Hearing or Project Name: 1110 UPPER HEMBREE ROAD

Contact Name: RICHARD WERNICK Telephone: 770-527-3286

The following people will be notified of this application and provided information describing the subject proposal. Please note that ALL adjoining property owners MUST be notified. Use additional pages as needed.

SEE ATTACHED LIST

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

Method by which these individuals will be contacted. Please mark all that apply. *If you select "Other," please provide a description of the method of contact that will be used.*

- | | |
|--|--|
| ☒ Letter | ☐ Personal Visits |
| ☐ Telephone | ☐ Group Meeting |
| ☐ Email | ☐ Other <i>(Please Specify)</i> |

Please describe the method(s) by which these individuals will have the opportunity to respond or contact the applicant with questions or concerns about the proposal.

THE INDIVIDUALS NOTIFIED WILL BE ABLE TO RESPOND AND MAKE CONTACT WITH THE APPLICANT BY EMAIL AND TELEPHONE.

April 25, 2022

Richard Wernick
3366 Carverton Lane
Alpharetta, GA 30022

DRAFT

RE: 1110 Upper Hembree Road

Dear Property Owner

Please allow this letter to serve as public notice for zoning request to O&P at 1110 Upper Hembree Road.

The Community Zoning Information Meeting (CZIM) for this request will be held on Wednesday June 8, 2022 at 6:00 pm via Zoom. The link to the meeting is <https://zoom.us/j/6766623657>.

This is an informal meeting to allow the public to view public hearing requests, ask questions, and provide feedback.

This item will be considered by Alpharetta Planning Commission on Thursday July 7, 2022, at 6.30 pm. The meeting will be held in the Council Chamber at City Hall, 2 Park Plaza, Alpharetta, GA 30009.

This item will be considered by the Alpharetta City council on Monday July 25, 2022, at 6.30 pm. The meeting will be held in the Council Chamber at City Hall, 2 Park Plaza, Alpharetta, GA 30009.

If you have any questions regarding this request, please feel free to contact me at your convenience. I can be reached at rcwernick@gmail.com.

Sincerely

Richard Wernick

MOOSA MUSTAQ H A & ABDULLA SHALINI
105 FOE CREEK CT
ROSWELL GA 30076

ACHARYA NARASIMHA & ANURADHA
8590 BIRCH HOLLOW DR
ROSWELL GA 30076

HPA BORROWER 2016 2 LLC
180 N STETSON STE 3650
CHICAGO IL 60601

O DONNELL IRENE D
325 FOE CREEK DR
ROSWELL GA 30076

HOLMES BRITTANIE A
8600 BIRCH HOLLOW DR
ROSWELL GA 30076

ZOLOTAREV PAUL
8531 BIRCH HOLLOW DR
ROSWELL GA 30076

UPADHYAYA DINKERRAI ET AL
315 FOE CREEK DR
ROSWELL GA 30076

STROMQUIST ALICIA
8610 BIRCH HOLLOW DR
ROSWELL GA 30076

GALINAITIS RICHARD
8521 BIRCH HOLLOW DR
ROSWELL GA 30076-1176

UNGOR FIKRI
305 FOE CREEK DR
ROSWELL GA 30076

SAFSTROM DAVID D & SHIRLEY E
8620 BIRCH HOLLOW DR
ROSWELL GA 30076

FLEMING LINDA B
1020 TAYLOR OAKS DR
ROSWELL GA 30076

HOWERTON EVERETT III
670 GARDEN WILDE PL
ROSWELL GA 30075-7196

GRAVES RICHARD A III
210 BIRCH HOLLOW PL
ROSWELL GA 30076

DESAI JASHVANT & PUSHPA
1030 TAYLOR OAKS DR
ROSWELL GA 30076

S2 PARTNERS LLC
5755 NORTH POINT PKWY STE 210
ALPHARETTA GA 30022

HOWELL STEVEN B & BARBARA B
225 BIRCH HOLLOW PL
ROSWELL GA 30076

WEBB MAUDANE D
1110 UPPER HEMBREE RD
ROSWELL GA 30076

GARNETT LYNDEE L
8510 BIRCH HOLLOW DR
ROSWELL GA 30076

WATZMAN SAUL Z & KYLE L
215 BIRCH HOLLOW PL
ROSWELL GA 30076

GRIFFIN REVOCABLE TRUST THE
1050 TAYLOR OAKS DR
ROSWELL GA 30076

JACOBSON WILLIAM D & KATHLEEN M
8520 BIRCH HOLLOW DR
ROSWELL GA 30076

GAMBA SETH & LEAH C
205 BIRCH HOLLOW PL
ROSWELL GA 30076

DORSETT DAVID EDWARDS & DORSETT L
UREN MARIE
1060 TAYLOR OAKS DR
ROSWELL GA 30076

CHERYL L GORMAN REVOCABLE TRUST THE
8530 BIRCH HOLLOW DR
ROSWELL GA 30076

BLACKSTAD GARY R & CYNTHIA A
8561 BIRCH HOLLOW DR
ROSWELL GA 30076

ECHOLS BRANDON T
1070 TAYLOR OAKS DR
ROSWELL GA 30076

BECKER GARY L & BECKER MARY L
8540 BIRCH HOLLOW DR
ROSWELL GA 30076

DYON WILLIAM C JR
8551 BIRCH HOLLOW DR
ROSWELL GA 30076

AJTW HOLDINGS LLC
1115 UPPER HEMBREE RD UNIT A
ROSWELL GA 30076

GEORGIA CENTER FOR PSYCHIATRIC SER
VICES P C
1115 UPPER HEMBREE RD STE B
ROSWELL GA 30076

ALEMANY REAL ESTATE HOLDINGS LLC
1080 UPPER HEMBREE RD
ROSWELL GA 30076

BROADWAY MICHAEL J & DEBRA W
8591 BIRCH HOLLOW DR
ROSWELL GA 30076

SZ CENTURY ALPHA LLC
3965 ASHLEY TRACE CT
LILBURN GA 30047

LATKA JAN P & ZAMBRANA GEORGINA
8550 BIRCH HOLLOW DR
ROSWELL GA 30076-1175

TOSCANO JOSEPH & SUSAN
8581 BIRCH HOLLOW DR
ROSWELL GA 30076

NOTTER MATTHEW REIDELL & NAY LAURA
COCHRAN
965 UPPER HEMBREE RD
ROSWELL GA 30076

VORE STEVEN J & HILARY
8560 BIRCH HOLLOW DR
ROSWELL GA 30076

MORESHEAD ANDREW & BRENDA
8571 BIRCH HOLLOW DR
ROSWELL GA 30076

SHANBHAG SHAILESH
125 FOE CREEK CT
ROSWELL GA 30076

FADDEN GARRETT & FADDEN JESSICA
8570 BIRCH HOLLOW DR
ROSWELL GA 30076

WROBLE LINDA R & BERNARD P
8511 BIRCH HOLLOW DR
ROSWELL GA 30076

ISLAM MOHD S
115 FOE CREEK CT
ROSWELL GA 30076

MC ALONAN KIM JEAN
8580 BIRCH HOLLOW DR
ROSWELL GA 30075

ROJO ESTEFANA & MEJIA ROGELIO
1040 TAYLOR OAKS DR
ROSWELL GA 30076

AHMED FAROOQ & UZMA T
1460 TAYLOR OAKS DR
ROSWELL GA 30076

ROWE JOAN ELLEN
8630 BIRCH HOLLOW DR
ROSWELL GA 30076

POINTE PLACE HEMBREE LP
11731 POINTE PL
ALPHARETTA GA 30004

MOAFO SAMUEL TCHIO & TIGWA HONORIN
E D
1470 TAYLOR OAKS DR
ROSWELL GA 30076-1170

WELLS RILEY P & SARAH J
8635 BIRCH HOLLOW DR
ROSWELL GA 30076

LANCELOTTI ROBERT J
1000 TAYLOR OAKS DR
ROSWELL GA 30076

TUDOR PATRICK
1355 TAYLOR OAKS DR
ROSWELL GA 30076

2017 1 IH BORROWER LP
1717 MAIN ST STE 2000
DALLAS TX 75201

JIMMY & CAROLYN HARWOOD LIVING TRL
ST THE
1010 TAYLOR OAKS DR
ROSWELL GA 30076

NAYLOR CHARLES T JR & MARY G
200 BIRCH HOLLOW PL
ROSWELL GA 30076

PERKSA INC
1100 UPPER HEMBREE RD
ROSWELL GA 30076-1142

MILLEN STARR S
3522 ASHFORD DUNWOODY RD
ATLANTA GA 30319

ROSE ROBIN D & SALLY ANNE EDNA
8605 BIRCH HOLLOW DR
ROSWELL GA 30076

NATURAL MEDICAL SOLUTIONS LLC
1130 UPPER HEMBREE RD
ROSWELL GA 30076

SOUTHFUND PARTNERS I
270 CARPENTER DR STE 520
ATLANTA GA 30328

OSWALD GEORGE JR
195 FOREST AVE
MARIETTA GA 30060

DAVIS RAY C
1105 UPPER HEMBREE RD STE C
ROSWELL GA 30076-0912

ALPHA PLAZA LLC
15942 MANOR CLUB DR
ALPHARETTA GA 30004

RIVTAI LLC
7778 MCGINNIS FERRY RD STE 295
SUWANEE GA 30024

CITIZEN PARTICIPATION FORM - PART B

This form must be completed and submitted to the City of Alpharetta Community Development Department a minimum of twenty (20) working days prior to the scheduled Public Hearing. Failure to do so will result in cancellation of the scheduled hearing.

Public Hearing or Project Name: 1110 UPPER HEMBREE ROAD

Contact Name: RICHARD C WERNICK Telephone: 770 527 3286

Please describe comments and concerns provided by any and all individuals contacted as part of the the Citizen Participation Program. If any individuals provided written correspondence, please attach copies of same to this report.

Method by which these individuals were contacted. Please mark all that apply. *Please provide samples of any and all written communications used to provide notification.*

- | | |
|--|---|
| ☒ Letter | ☐ Personal Visits |
| ☐ Telephone | ☐ Group Meeting |
| ☐ Email | ☐ Other (Please Specify) _____ |

Attach a list of people who have been notified of this application and provided information describing the subject proposal. Please note that ALL adjoining property owners MUST be notified.

I, the undersigned, as an authorized representative of the applicant and Public Hearing item identified above, do solemnly swear and attest, subject to criminal penalties for false swearing, that the information provided in this Citizen Participation Form - Part B and in any and all documents provided in support of this report are true and accurate. I further understand that any false statements provided by representatives of the applicant as part of this report may result in penalties up to and including denial of the subject application.

Signature of Authorized Agent: _____ Date: _____

Print Form



Real Estate

[View Bill](#)

[View bill image](#)

As of	4/24/2022
Bill Year	2021
Bill	2104481
Owner	WEBB MAUDANE D
Parcel ID	12 -2230-0550-021-3

[View payments/adjustments](#)

Installment	Pay By	Amount	Payments/Credits	Balance	Interest	Due
1	12/1/2021	\$185.13	\$185.13	\$0.00	\$0.00	\$0.00
TOTAL		\$185.13	\$185.13	\$0.00	\$0.00	\$0.00



PROPERTY TAX BILL
CITY OF ALPHARETTA, GEORGIA

ACCOUNT #: 99510
BILL #: 2104481
TAX DISTRICT: 10

TAX YEAR: 2021

ALT ID #: 0639664
REAL PROPERTY TAX

PROPERTY OWNER	PROPERTY ADDRESS	PROPERTY IDENTIFICATION
WEBB MAUDANE D	1110 UPPER HEMBREE RD	12 -2230-0550-021-3

FAIR MARKET VALUE	ASSESSED VALUE	EXEMPTION TYPE	ELIGIBLE	APPLIED
\$275,100	\$110,040	FLHX FLOATING EXEMPTION	\$45,698	\$90,698
		HF01 HOMESTEAD EXEMPTION	\$45,000	

LEVIES	ASSESSED VALUE	-	EXEMPTIONS	=	NET ASSESSMENT	X	MILLAGE RATE	=	NET TAX
BONDED DEBT	110,040	-		=	110,040	X	.000815	=	89.68
L.O.S.T.	110,040	-	90,698	=	19,342	X	-.002705	=	-52.32
GENERAL GOVERNMENT	110,040	-	90,698	=	19,342	X	.00764	=	147.77

IMPORTANT PROPERTY TAX MESSAGE

The due date indicated on your tax remittance stub is for CURRENT year taxes ONLY. If you have an amount shown in prior year, interest will continue to accrue monthly and collection efforts will persist. Thus, if your tax bill shows an amount due for the prior year, you will need to contact the City of Alpharetta Financial Service Division at 678-297-6060 (option 0) to confirm the total amount due.

CURRENT YEAR TAXES DUE: \$185.13
PRIOR YEARS TAXES DUE: 0.00
PENALTIES & INTEREST 0.00
TOTAL DUE \$185.13

City of Alpharetta
Finance Department - Tax
2 Park Plaza
Alpharetta, GA 30009-3680

Account Number: 99510
Amount Due: \$185.13
Due Date: 12/01/2021

PROPERTY TAX BILL

We accept Visa, MasterCard, or American Express.
Payments accepted via phone at 678-297-6060 (Option 0)
or online at www.alpharetta.ga.us

000020&20214021044&13000001&5132

WEBB MAUDANE D
1110 UPPER HEMBREE RD
ROSWELL, GA 30076

City of Alpharetta
Finance Department - Tax
2 Park Plaza
Alpharetta, GA 30009-3680

22-03-12-01 1110
Upper Hembree
Arborist Report
Alpharetta

Reference UDC
Alpharetta, Georgia
(Updated June 18, 2021)



Location Map



All of the following information is based upon visual field observations and 30 years of practical horticultural experience. No scientific or lab tests have been performed. I certify that all information in this report is true and inclusive to the best of my knowledge and is prepared in good faith.

Outdoor Spaces, LLC

By Scott Hall, Owner

On Site Specimen Evaluation Date: March 15, 2022
Report Date: March 16, 2022
Revised Date:



Outdoor Spaces, LLC
Scott Hall, Owner
RLA, Certified Arborist
Certificate Number: SO-5434A
404-328-6561 Cell
678-965-4784 Fax
scottandcyrena@bellsouth.net

Warranty Disclaimer:

Although, this report will determine whether or not a tree is a specimen; it is provided as best judgment opinion. Ultimately, the governing body's (City of Alpharetta) arborist or representative shall determine whether a tree is classified as a specimen or not.

All specimen tree locations shall be approximate. The provided tree locations shall NOT be GPS located and in no manner shall the provided tree location plan be used or represented as a tree survey. It is the sole responsibility of the OWNER to have all tagged specimen trees located by a Certified Land Surveyor.

No warranties express or implied are made with respect to the report of aforementioned specimen trees. It is understood the OWNER makes use of this report by the ARBORIST at OWNER's sole risk and that the report is provided as best judgment opinion. In no manner does this report guarantee the life or imply any length of life span of the trees that are determined to be specimens.

Arborist Note:

Due to certain species and undesirable traits, some trees shall be considered in poor condition if the following is true. Numerous trees grown in a native setting may appear to grow as multi-trunk; however this is not desirable in most trees. Most trees that have multi-trunks at the base are usually created when two separate trees grow together or the tree branches off at an early age and they become Co-Dominate Leaders. Either scenario is an undesirable condition for most trees because they both create weak crotches, included bark and/or a prime place for debris and water to get trapped that will always cause decay. In this case these trees become a life safety issue and cannot be considered specimen trees.

Some trees are an exception to this rule, such as, but not limited to:

Crape Myrtles, Birches, Wax Myrtles, Red Buds, Fringe Trees, Dogwoods, Hollies, Cedars, Sourwoods, Sweet Bay Magnolias, Red Bays and Live Oaks.

These are an exception because they naturally create sucker growth from the roots and/or trunk or do not typically have the life safety issues because they are not large growing trees.

Reference: Sinclair, Wayne A., 1936. Diseases of Trees and Shrubs / Wayne A. Sinclair and Howard H. Lyon.-2nd Ed. Published 2005

Smiley, E.. (2003). Does included bark reduce the strength of codominant stems?. Journal of Arboriculture 29.

One of the most common locations for the aboveground portion of a tree to fail is at the junction of two or more codominant stems. Due to the frequency of failures at this point, a study was undertaken to get a better understanding of the mechanical strength of this point and to determine if included bark reduces the strength of the union. Eighty-four codominant stems were removed from 26 felled maple trees. These crotches were securely anchored and split apart using measured force. Breaking force varied from 64 to 2,363 kg. The regression line produced from the comparison of stem diameter and force required for breaking the union when there was no included bark was Force =

Diameter * 613 - 1388, $r^2 = 0.92$. When only those unions with included bark were analyzed, the regression line was Force = Diameter * 537 - 1285, $r^2 = 0.76$. There was a significant difference between the regression lines ($p < 0.05$). Codominant stems that have bark trapped in the union are significantly weaker than those that do not have bark included. The differences appear to be greater with smaller-diameter stems than with larger stems.

SECTION 3.2 - TREE CONSERVATION, LANDSCAPE, AND BUFFER REQUIREMENTS (Adopted 05-15-17)

3.2.2 Definitions.

For the purposes of this Section, unless the context indicates otherwise, the following terms shall have the meaning set forth below:

Boundary Tree: Any tree located on adjacent property with a critical root zone that will be impacted by proposed land disturbance activity.

Caliper: A standard of trunk measurement for replacement trees. Caliper inches are measured at the height of 6 inches above the ground for trees up to and including 4 inch caliper and 12 inches above the ground for trees larger than 4 inch caliper.

Conifer Tree: Any tree with needle leaves and a woody cone fruit including, but not limited to, pine, juniper and cedar species.

Critical Root Zone (CRZ): The minimum area beneath a tree which must be left undisturbed in order to preserve a sufficient root mass to give a tree a reasonable chance of survival. The Critical Root Zone will typically be represented by a concentric circle centering on the tree's trunk with a radius equal in feet to one and three-tenths times the number of inches of the trunk diameter. EXAMPLE: The CRZ radius of a twenty (20) inch diameter tree is twenty-six (26) feet.

Dead Tree: Any standing tree which is no longer alive or has the ability to sustain itself through natural processes as determined by a qualified professional.

Diameter Breast-Height (DBH): The standard measure of tree size (for trees existing on a site). The tree trunk is measured at a height of 4 1/2 feet above the ground. If a tree splits into multiple trunks below 4 1/2 feet, the trunk is measured at its most narrow point beneath the split.

Guidance Document: A document maintained by the City of Alpharetta Arborist that includes clarifications to requirements with examples and additional technical standards about tree protection, tree planting, species selection, and other information relevant to the protection and replanting of trees in the City of Alpharetta. The document may be revised by the City Arborist as conditions and technical standards evolve.

Hardwood Tree: Any tree that is not coniferous (cone bearing). This definition is based on the colloquialism, and does not necessarily reflect any true qualities of the tree.

International Society of Arboriculture (ISA): A professional organization that promotes the professional practice of arboriculture, sets standards for obtaining professional credentials for arborist, and establishes best practices for tree care, pruning, and protection.

Landscape Tree: A tree or trees that were planted or retained on a developed or previously developed site.

Ornamental Tree: A tree that provides a visual impact in the landscape. The impact may be provided through form, bark, branching structure, leaf color, and / or flower color. Typically a small or medium size tree.

Overstory Tree: Those trees that compose the top layer or canopy of vegetation and will generally reach a mature height greater than 40 feet and typically have a spreading canopy.

Pine Tree: An evergreen coniferous tree that has clusters of needle-shaped leaves.

Pruning (Tree Pruning): To cut away dead, overgrown, or undesirable branches or stems. Pruning of trees to be done in compliance with standard arboricultural practices as outlined in ANSI A300 and shall maintain the trees natural form and structure.

Qualified Professional: An International Society of Arboriculture (ISA) Certified Arborist; an American Society of Consulting Arborists (ASCA) Registered Consulting Arborist, or a Registered Forester.

Shade Tree: Any tree that has a spreading canopy that provides partial to full shade to the ground with a minimum height of 20 feet.

Softwood Tree: Any coniferous (cone bearing) tree. This definition is based on the colloquialism, and does not necessarily reflect any true qualities of the tree.

Specimen Tree: Any tree which qualifies for special consideration for preservation due to its size, type, condition, location or historical significance and which also meets the minimum size criteria set forth below.

Size Criteria:

Pine Trees: 30-inch diameter or larger for trees in the *Pinus* (Pine) genus.

Coniferous Trees: 20" diameter or larger for trees in the *cedrus* (deodar cedar), *Thuja* (Arborvitae), or other ecologically similar trees,

Overstory Trees: 30-inch diameter or larger for trees in the *Liquidambar* (Sweetgum) or *Liriodendron* (Tulip poplar) genus

- 20-inch diameter or larger for trees in the *Fagus* (Beech), *Nyssa* (Tupelo), *Diospyros* (Persimmon), *Sassafras* (Sassafras), or other ecologically similar trees,
- 20-inch diameter or larger for *Magnolia grandiflora* (Southern magnolia) and those cultivars that generally reach a mature height over 40'
- 24-inch (24") diameter or larger for trees in all other genera

Understory Trees: 8-inch (8") diameter or larger.

- 10-inch (10") diameter or larger for *Oxydendron arboretum* (Sourwood).

See additional requirements for Specimen Trees in The Guidance Document

Street/Streetscape Tree: Any tree located or proposed to be located along a public or private street. The actual location will be determined by the specific zoning district or overlay. In situations where there is limited planting space in the right of way and or safety concerns, street trees may be located at the back of the sidewalk or within the landscape strip on private property and the discretion of the Director.

Structural Root Plate: The zone of rapid root taper that provides the tree stability against wind throw. The radius of the structural root plate is equal to 0.5 feet per inch of DBH.

Tree: Any living, self-supporting woody or fibrous plant which normally obtains a diameter breast height of at least three (3) inches and typically has one (1) main stem or trunk and many branches.

Tree Care Plan: A plan developed to provide an impacted tree the best possible chance of survival. A tree care plan should be prepared by a qualified professional and conform to the requirements of ANSI A300 and the Guidance Document

Tree Grouping: A community of trees as determined by the Director to merit special consideration as an ecological feature based upon species composition, form, structure, age, and condition. Specimen trees and trees of quality may be included in tree groupings and every alternative should be evaluated to save these trees. Except as otherwise provided in Section 3.2., Tree Groupings will be treated as specimen trees for preservation credits and every alternative should be evaluated to save these trees.

Tree of Quality: A tree that merits special consideration due to historical significance, ideal shape and structure, or uniqueness of the species as determined by the Director. Except as otherwise provided in Section 3.2., Trees of Quality will be treated as specimen trees for preservation credits and every alternative should be evaluated to save these trees.

Tree Planting List: List of preferred tree species for use in the City of Alpharetta. Species not included on this list may be approved at the discretion of the Director. The Tree Planting List is included in the Arborist Guidance Document.

Tree Protection Area: An area encompassing the critical root zone of a tree that shall remain in a previous state.

Tree Save Area: An area designated for the purpose of meeting tree density requirements, saving natural trees, and/or preserving natural buffers that shall remain in a previous state.

Understory Trees: Those trees that grow beneath the overstory, and will generally reach a mature height less than 40 feet. Understory trees may include coniferous trees that meet these same height characteristics.



Notes:

- All specimen tree locations shall be approximate.
- The provided tree locations are GPS located (+/- 30' Accuracy) and in no manner shall this Specimen Location Plan be used or represented as a tree survey.
- It is the sole responsibility of the OWNER to have all tagged specimen trees located by a Certified Land Surveyor.



Tree Location



North

Not To Scale

**Specimen
Location Plan**

22-03-12-01 1110 Upper Hembree Arborist Report Alpharetta Part 2

Tree #	Size/ Species	Health Condition	Structural Condition	Classification	Comments	Design Around	Photo # (See Attached)	City of Alpharetta's Assessment
1019	26" White Oak	Fair	Poor	Non-Specimen	Numerous small trunk galls and cankers. Structural Root Plate impacted by drive.	No	1-2	
1020	29" Hickory	Good	Fair	Specimen	Structural Root Plate impacted by drive.	Yes		
1021	28" Red Oak	Fair	Poor	Non-Specimen	More than 1 main limb and several minor limbs dead/gone.	No	3	
1022	24" White Oak	Good	Good	Specimen		Yes		
1023	24" White Oak	Good	Fair	Specimen	2 Co-Dominate Leaders 30' up with weak crotches and included bark. Due the species, a multi-stem tree is undesirable and could be a life safety issue.	No	4	
1024	29" Red Oak	Fair	Poor	Boundary Tree/ Non-Specimen	More than 1 main limb and several minor limbs dead/gone.	Yes	5	
1025	27" White Oak	Good	Good	Boundary Tree/ Specimen		Yes		
1026	31" Tulip Poplar	Good	Good	Boundary Tree/ Specimen		Yes		
1027	32" Tulip Poplar	Good	Good	Boundary Tree/ Specimen		Yes		
1028	47" Tulip Poplar	Poor	Poor	Non-Specimen	2 Co-Dominate Leaders 30' up with weak crotches and included bark. Due the species, a multi-stem tree is undesirable and could be a life safety issue. More than 1 main limb and several minor limbs dead/gone.	No	6-8	

22-03-12-01 1110 Upper Hembree Arborist Report Alpharetta Part 2

Tree #	Size/ Species	Health Condition	Structural Condition	Classification	Comments	Design Around	Photo # (See Attached)	City of Alpharetta's Assessment
1029	31" Boxelder	Poor	Poor	Non-Specimen	Large/ deep cavity in union. 2 Co-Dominate Leaders with weak crotches and included bark. Due the species, a multi-stem tree is undesirable and could be a life safety issue.	No	9	
1030	26" Sourwood	Fair	Poor	Non-Specimen	Large/ deep cavity. 2 Co-Dominate Leaders with weak crotches and included bark. Due the species, a multi-stem tree is undesirable and could be a life safety issue.	No	10	
1031	11" Buford Holly	Fair	Good	Specimen	Infested with T-scale(insect)	No	11	
1032	9" Buford Holly	Poor	Poor	Non-Specimen	Infested with T-scale(insect)More than 1 main limb and several minor limbs dead/gone.	No	12	
	21" Pine	Good	Good	Boundary Tree/ Non-Specimen		Yes		
	21" Tulip Poplar	Good	Good	Boundary Tree/ Non-Specimen		Yes		
	22" Pine	Good	Good	Boundary Tree/ Non-Specimen		Yes		
	23" Hickory	Good	Good	Boundary Tree/ Non-Specimen		Yes		
	24" Pine	Good	Good	Boundary Tree/ Non-Specimen		Yes		
	24" White Oak	Good	Good	Boundary Tree/ Specimen		Yes		
	28" Sweet Gum	Good	Good	Boundary Tree/ Non-Specimen		Yes		
	29" Tulip Poplar	Good	Good	Boundary Tree/ Non-Specimen		Yes		

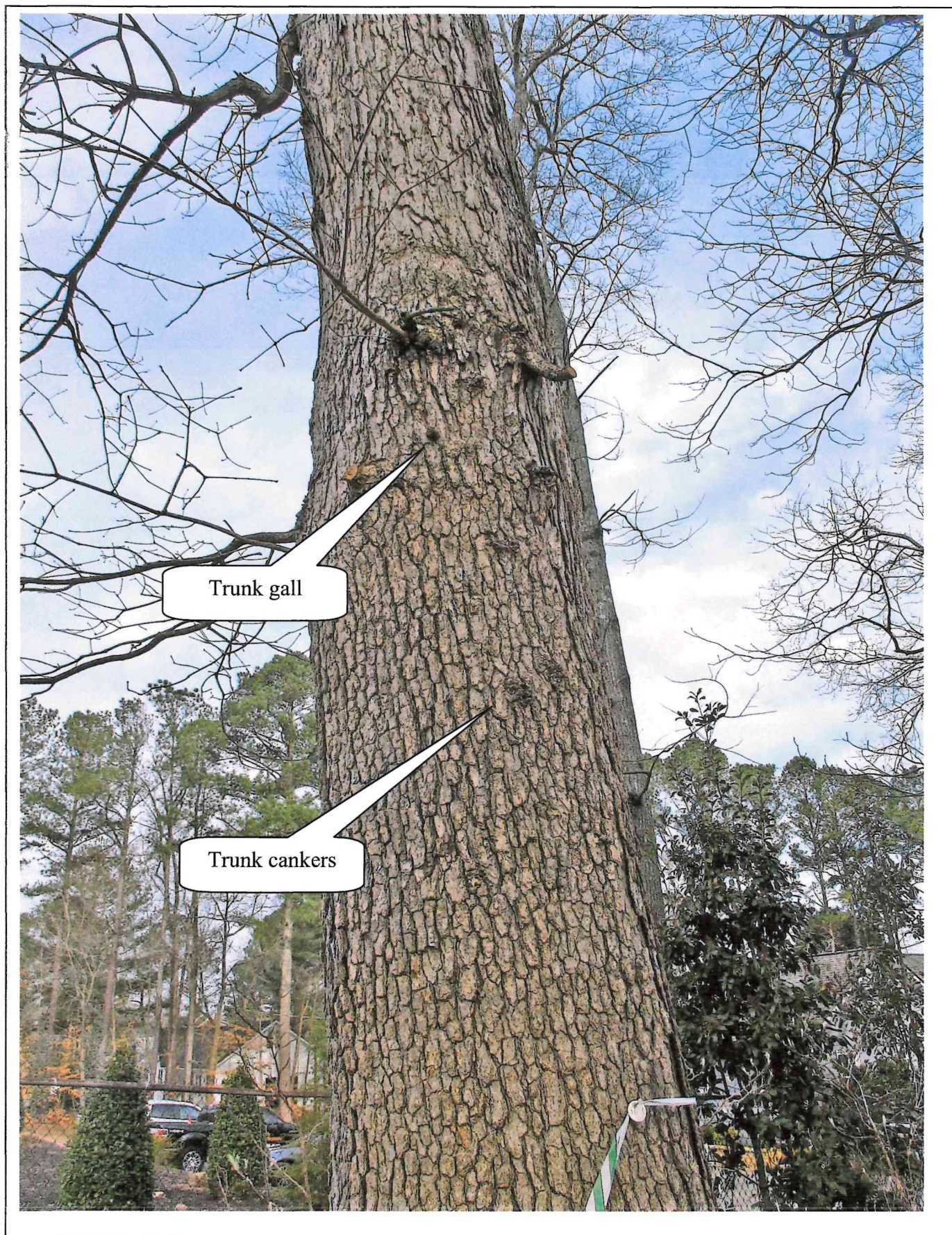


Photo 1



Impact to
Structural Root
Plate by walk
and drive

Photo 2

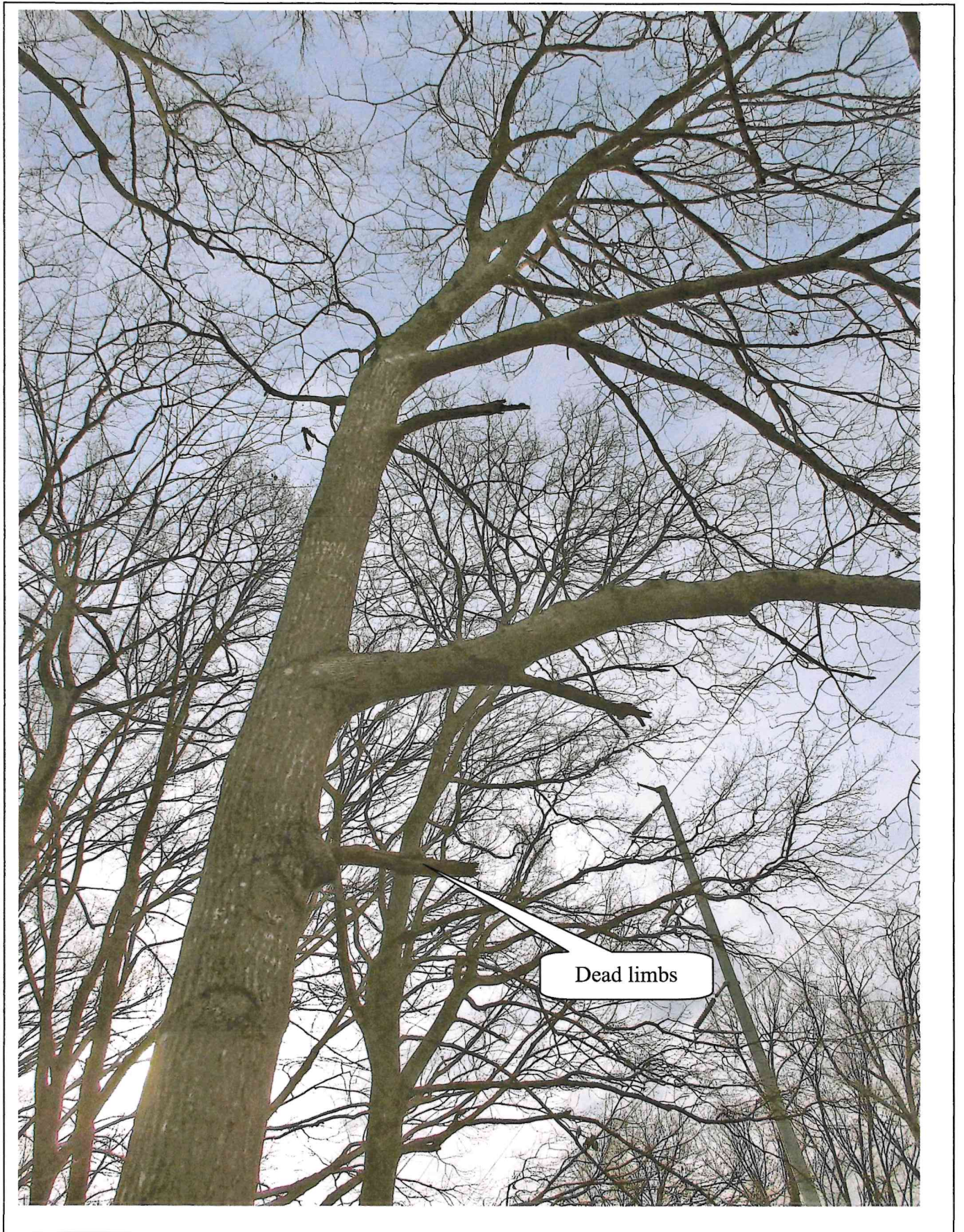


Photo 3



Photo 4

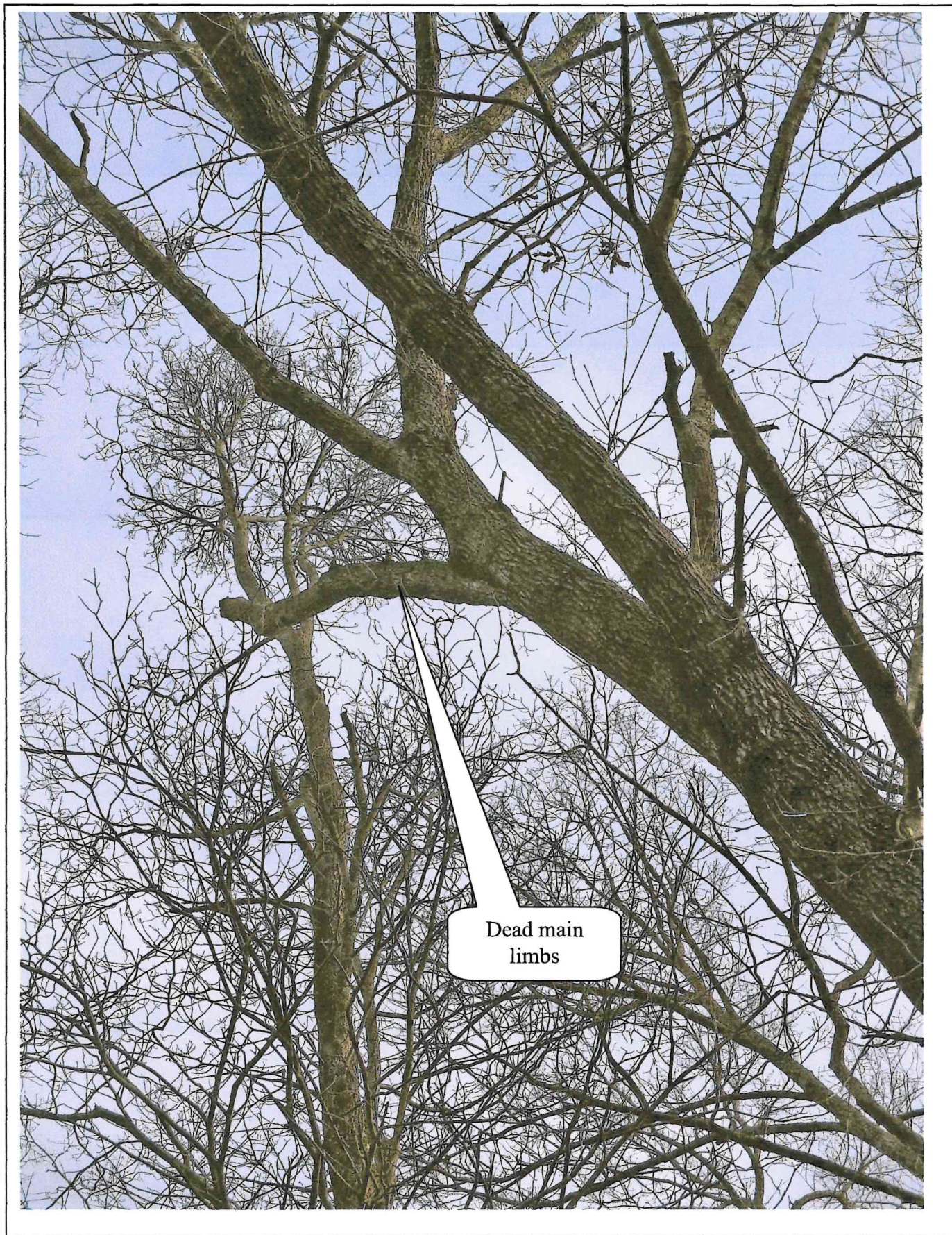


Photo 5

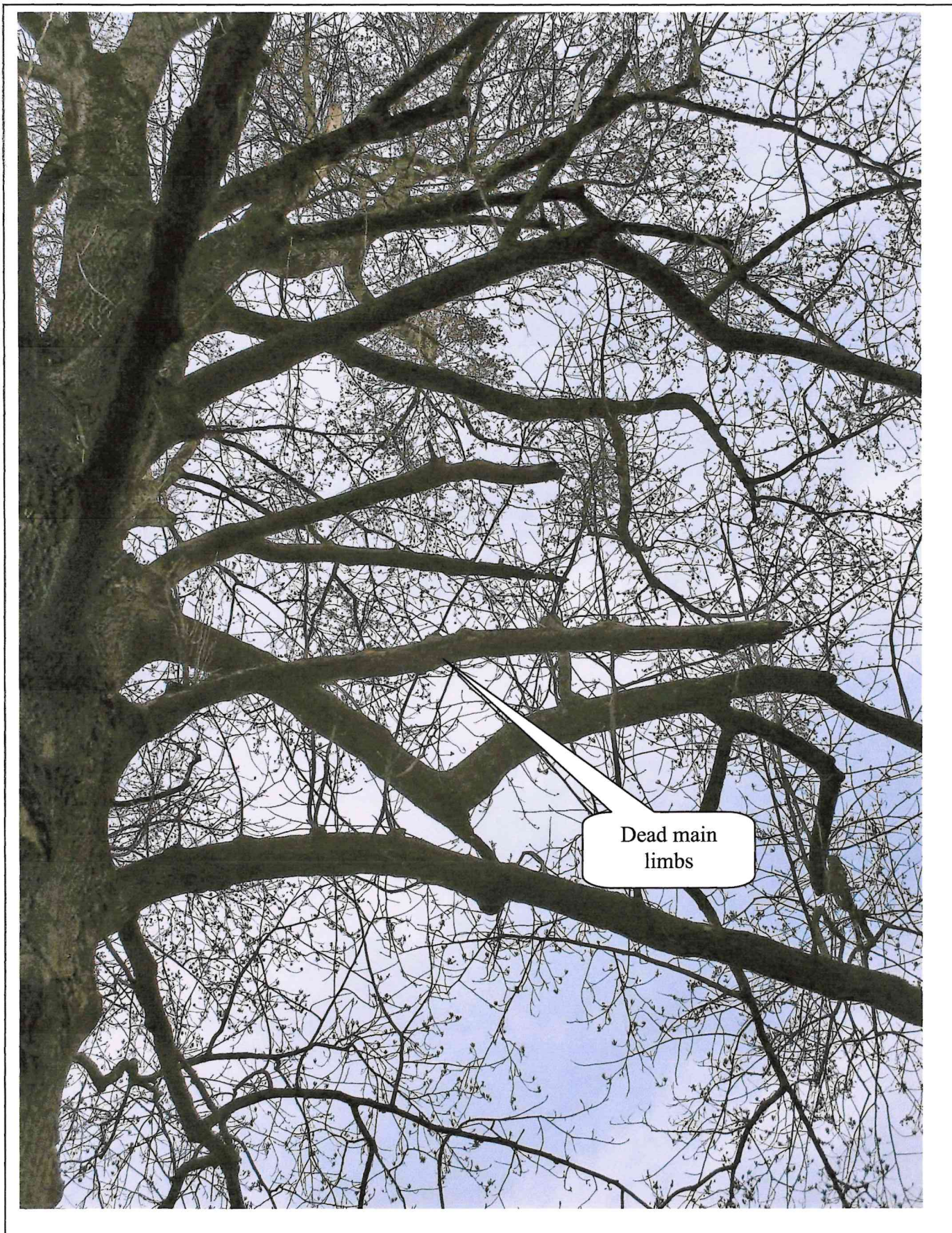


Photo 6



Photo 7



Photo 8



Photo 9



Photo 10



Photo 11



Photo 12



CITY COUNCIL MEETING STAFF REPORT

SUBMITTING DEPARTMENT: COMMUNITY DEVELOPMENT

SUBMITTED BY: KATHI COOK

DRAFTED BY: MICHAEL WOODMAN

I. AGENDA ITEM TITLE: MP-22-03/Z-22-05/CU-22-02/V-22-07 NORTH POINT MALL REDEVELOPMENT/NEW YORK LIFE

PLANNING COMMISSION: JULY 7, 2022

CITY COUNCIL: JULY 25, 2022

II. RECOMMENDATION:

Approve MP-22-03/Z-22-05/CU-22-02/V-22-07 North Point Mall Redevelopment/New York Life, subject to the following conditions:

1. Approximately 83.67 acres shall be zoned to MU and developed substantially similar to the site plan prepared by Kimley-Horn, dated 6/24/2022, except as modified by these conditions. Applicant shall provide a legal description of the property, as depicted in Exhibit A, prior to issuance of the LDP.
2. Exterior modifications to existing buildings and new buildings shall be substantially similar to the images depicted in Exhibit H, with non-residential buildings (including 'For-Rent' buildings) approved by DRB and residential buildings approved by Staff.
3. Development regulations shall be as follows:
 - a. Commercial – Maximum 315,700 square feet of retail, restaurant use shall be permitted in freestanding buildings (not including existing outparcels along North Point Parkway), which shall include a minimum 15,000 square foot food hall developed in Phase 1. Non-residential uses (retail, restaurant, office, and 'For-Rent' amenities) on the ground-floor of the 'For-Rent' buildings shall not count against the maximum commercial entitlement or require additional parking. Freestanding buildings shall be no greater than 4 stories and 60'. Drive-through restaurant, other than a coffee shop shall be prohibited. Rooftop and outdoor dining areas are encouraged and shall not count against the maximum commercial entitlement or require additional parking.
 - b. Office – Maximum 145,000 square feet of office (including co-working office space) shall be permitted in freestanding buildings no greater than 6 stories or 85'. Additional office shall be permitted when exchanged for commercial, "for-rent" residential, or hotel entitlement (800 SF per hotel room).
 - c. Hotel – Maximum 150 rooms shall be permitted in a freestanding building no greater than 6 stories or 85'. Hotel shall be full-service with a separate entrance for patrons of a full-service, sit-down restaurant. Hotel shall include a minimum of 5,000 square feet of event space.
 - d. 'For-Rent' Residential – Up to 320 'For-Rent' units shall be immediately eligible for a Certificate of Occupancy (CO). After January 1, 2026, an additional 330 'For-Rent' units (Phase 2) shall be eligible for a CO. 'For-Rent' buildings shall be no greater than 5 stories or 75' and all units shall be one (1), two (2) and three (3) bedrooms. A maximum of sixty percent (60%) of units shall be studios or one bedroom and no more than ten percent (10%) shall be 3-bedroom units. A CO shall not be issued for the Phase 1 'For-Rent' building until the retail plaza and pocket park, retail square, remaining interior mall renovations, primary north-south and east-west streets and associated infrastructure have been constructed and inspected by the City. A CO for Phase 2 rental shall not be issued until a market/grocery with a minimum square footage of 6,000 square feet has been constructed and inspected by the City. 'For-Rent' units shall have first class amenities, including a pool, fitness center, secured parking, resident's lounge, business center, on-site management office and

- secure elevator access. If construction does not commence by July 25, 2027, residential units shall revert to 'For-Sale' only.
- e. (Phase 3)'For-Sale' Residential – 286 'Dwelling, 'For-Sale', Attached or Detached' units shall be permitted in buildings no greater than 4 stories or 60'. No more than 10% of 'For-Sale' units shall be permitted to be rented, as recorded in the HOA covenants and declarations.
 - f. Parking Decks – Maximum height shall not exceed the height of the building they serve. Parking decks visible from North Point Circle or Georgia 400 shall be treated with comparable materials and finishes as the building they serve or screened from view with evergreen landscaping, as approved by DRB. Suitability of parking deck elevation, visibility and landscape screening shall be approved by the DRB.
- 4. Active uses, including service retail, restaurant, office and 'For-Rent' amenities, shall be required in each 'For-Rent' building and located on the ground-floor space along the storefront street (new east-west street) and shall have a minimum first floor height of 14' and depth of 30'. Ground-floor residential units shall have walkouts similar to Exhibit B.
 - 5. The Master Plan area shall be limited to the following uses and further restricted by conditions of zoning:
 - a. Retail
 - b. Restaurant
 - c. Office (professional, medical and research and development)
 - d. Hotel
 - e. Residential ('For-Sale' and 'For-Rent')
 - 6. Uses shall be customarily accessory to or amenities for residential and office uses, limited to the following:
 - a. Amphitheater
 - b. Animal Hospital, Small Animal
 - c. Art Gallery
 - d. Athletic Facility
 - e. Auditorium
 - f. Bakery
 - g. Bank
 - h. Barber Shop
 - i. Beauty Shop
 - j. Book Store
 - k. Bowling Alley
 - l. Brewery or Distillery
 - m. Dance and Fitness Studio
 - n. Day Care Facility
 - o. Drug Store (Pharmacy)
 - p. Dry Cleaning, Pick-up Station
 - q. Florist, Retail without Greenhouse
 - r. Golf, Miniature and Driving Range
 - s. Grocery Store
 - t. Hardware and Garden Supply Store
 - u. Home Improvement Store
 - v. Liquor Store (conditional use)
 - w. Museum and Libraries
 - x. Nail Salon
 - y. Park and Playground
 - z. Pet Grooming and Pet Day Care
 - aa. Public Building
 - bb. Recreational Facilities, Indoor and Outdoor
 - cc. Restaurant (no drive-thru)

- dd. Retail Establishment
 - ee. School, Academic and Commercial
 - ff. Shop or Studio, Craftsman/Artist
 - gg. Spa Services (conditional use)
 - hh. Special Event Facility
 - ii. Theater, Cinema
7. New internal streets shall be private and shall be consistent with the streetscape exhibits on Slides 26-36 of the submitted application, labeled Exhibit C, with final approval by Staff.
 8. Minimum 18 acres of open space (11.4 acres of civic space and 6.6 acres of amenity space), consisting of squares and plazas (village lawn/event green), trails, stormwater park, yards, patios and balconies, outdoor dining, sports court, pocket parks, pool courtyards and amenity area, mall interior common areas, etc. shall be provided as depicted on the submitted renderings and site plan prepared by Kimley-Horn, dated 6/24/2022.
 9. Multi-use trail, pedestrian trail and bike lanes shall be improved as depicted on Exhibit D, with final design approved by Staff. Multi-use trail shall include a minimum 12' concrete path, landscaping and lighting and pedestrian trail shall include a minimum 6' concrete path, landscaping and lighting. Dedicated bike lane shall include striping and min. 3' wide protective buffer (striping with delineators every 25') between the vehicular travel lane and the bike lane and shared bike lane shall include striping.
 10. Developer shall construct a City-approved MARTA bus shelter at the two existing bus stops and improve landscaping at the northeast corner of North Point Parkway and the eastern and middle access roads to the Mall, provided the Owner, at the property on which bus stops are located allows access for the work. Applicant shall apply for the NFCID bus shelter program. Expenditures not reimbursed by the CID shall be eligible for impact fee credits.

Design Conditions:

11. Minimum 10' landscape strip shall be required along North Point Circle adjacent to the proposed development.
12. Site access driveway at the intersection of North Point Drive and North Point Circle shall require pedestrian and bicycle access. Geometry, lighting, and materials shall provide emphasis on the pedestrian environment and safety, as approved by Staff. Assuming right-of-way is available, streetscape improvements shall include a 10' sidewalk, 6' planting strip and decorative pedestrian lighting spanning the distance to the stormwater park on the south side and to the hotel curb cut on the north side. Applicant shall be eligible to receive impact fee credits for off-site work within the City right-of-way.
13. Developer shall meet EcoDistrict measures as outlined on Slide 56 of the submitted application, labeled Exhibit E. Developer shall provide detailed information at LDP and building permit regarding compliance with each requested EcoDistrict measure. Total EcoDistrict points to be confirmed by Staff.
14. Village lawn/event green shall include a permanent or temporary stage of sufficient size to accommodate events as identified on Slide 25 labeled 'Program Opportunities'.
15. Developer shall improve a stormwater park on its property, as depicted in Exhibit F, including trails, landscaping and overlook. Northern half of the stormwater pond shall be improved prior to a CO for the first 'For-Rent' building and remaining portion of the stormwater pond improved prior to a CO for the second 'For-Rent' building, as approved by Staff. Public access shall be granted and eligible for impact fee credits. Developer shall maintain storm water park improvements.
16. At-grade pedestrian and bicycle connections shall be provided throughout the site, including between buildings and open space within the development and across North Point Circle. Pedestrian crossings throughout development shall be ramped and the surface materials shall be brick pavers, cobblestones or architecturally treated concrete products, as approved by DRB.
17. Minimum 2,500 square feet civic space shall be developed at the corner of North Point Circle and North Point Drive. Civic space shall include decorative hardscape, landscape, and EcoDistrict monument/sculpture or Creative Placemaking District Threshold, as approved by the Cultural Arts Commission (CAC). Hardscape,

landscape and monument/sculpture or district threshold shall be maintained by the HOA. Minimum 6 monument/murals/sculptures or district thresholds (or water feature) shall be provided at prominent locations throughout the development, with unique monuments/murals/sculptures approved by CAC. Approval and construction of at least 1 monument/sculpture or district threshold shall be required concurrent with the first CO for the 'For-Rent' building. A minimum of 1 additional monument/sculpture or district threshold shall be required concurrent with the CO for the 'For-Rent' building in each subsequent phase of development. All sculptures shall be required prior to final CO issued for the last building constructed.

18. Retaining walls shall receive architectural façade treatment and be heavily landscaped. Retaining walls visible from developed areas exceeding 16' in height shall be terraced with landscaping to break up large expanse of retaining wall.
19. Developer shall provide bicycle racks, benches, trash receptacles, decorative crosswalks, planters, kiosks and other street furniture, where appropriate, throughout the development.
20. Prior to LDP, applicant shall submit for approval a document to be titled 'North Point Mall Redevelopment Design Standards'. This document shall include elevations or architectural themes, specifications for street furniture (benches, trash receptacles, lighting, bicycle racks, etc.), bus shelter, signage, storefronts, and landscaping and shall be substantially similar to the renderings filed with the 2022 application. Design standards will be presented to the DRB for review and approval. This document also shall detail entrance treatment for the North Point Drive/North Point Circle and easternmost Access Drive/North Point Circle intersection with new private streets.
21. Awnings, or similar overhead structure, shall be provided at the ground level in commercial areas where reasonably appropriate in order to protect pedestrians from inclement weather.
22. Development shall include at least 1 rooftop amenity within the non-residential portion of the development.
23. Provide detailed street planting for North Point Circle and new private streets. Landscape plan shall be approved prior to issuance of a LDP and shall retain landscape trees, if possible, as approved by DRB.
24. Surface parking areas shall comply with UDC requirements for screening and tree islands.
25. Backside of buildings or 'back of house' functions (such as loading or dumpster area) shall be screened from new streets and North Point Circle, as approved by DRB.
26. Prior to the first LDP, applicant shall submit a revised master plan to the City, which shall incorporate the approved conditions, as well as the following:
 - a. Approved specifications and standards identified for each use within the total development.
 - b. Pedestrian network.
 - c. Overall planned open space areas.
 - d. Phasing plan demonstrating how construction will be staged and implemented in a manner that screens construction views from adjacent roadways.

Other Conditions:

27. At such time as MARTA stipulates and funds its intention to move forward with a future Georgia 400 MARTA bus rapid transit and/or train station on Georgia 400 at North Point Mall, Developer, its successors and assigns; shall dedicate land to the City as depicted on Exhibit G or an equivalent reasonably substituted tract of like size within the Georgia 400 buffer agreed upon by owner and City. If at any time MARTA stipulates that the land is not needed, or if MARTA has not begun construction by December 31, 2028, then there shall be no obligation to dedicate the land or, if already conveyed to the City, it shall be conveyed back to the Developer, its successors or assigns. This reservation does not in any way entitle MARTA or the City to use any part of the balance of the Mall property, and Developer, its successors and assigns is/are under no obligation to allow such use. Nor does this reservation entitle MARTA customers to park on Mall property to access the station.
28. Developer shall be responsible for planting and maintenance of any medians within the development and for medians located on North Point Circle or the Access Roads.
29. Developer's financial responsibility for offsite improvements shall not exceed its impact fees, nor shall credits be given for meeting minimum EcoDistrict and open space requirements.

30. It is acknowledged that the approved site plan may be subdivided into separately platted parcels with individual tax numbers, that the separate development parcels are to be developed by separate owners/developers, and that the public amenities are to be platted and owned by the Developer. Zoning compliance for conditions uniquely applicable to an individual owner's parcel will be the responsibility of that owner and that non-compliance by such an owner does not render, by itself, the remaining parcels "non-conforming" uses under the Zoning Code.

General Conditions of Approval to GRTA Development of Regional Impact Notice of Decision:

Bicycle, Pedestrian & Transit Facilities

31. Provide pedestrian connectivity between all buildings and uses.
32. Install pedestrian and bicycle wayfinding signage on-site to direct pedestrian and bicycle traffic to and from Big Creek Greenway, bike lanes, and transit.
33. Upgrade existing MARTA stops near the northern mall entrance drives to include transit shelter as approved by MARTA.
34. Design site driveways to service pedestrians and cyclists.
35. Address curbside activities including parking, deliveries, ride-hailing, bicycling and micromobility use, and pedestrian activity.

III. REPORT IN BRIEF:

The applicant, Trademark Management, Ltd., requests a master plan amendment, rezoning, conditional use and variances to allow for the demolition of approximately 464,000 square feet of the existing mall including two (2) anchor boxes and redevelopment with 315,700 square feet of new retail, restaurants and creative office, 120,000 square feet of office, 150-room hotel, 900 'For-Rent' units, 36 'For-Sale' townhomes, and approximately eighteen (18) acres of open space on 83.67 acres in the North Point Overlay. A master plan amendment is requested to the North Point Mall Master Plan to modify development regulations. A rezoning is requested from PSC (Planned Shopping Center) to MU (Mixed Use) and a conditional use is requested to allow Dwelling, 'For-Rent', Dwelling, 'For-Sale' Attached, and to increase the allowable density. Variances are requested to increase building height, encroach into the Georgia 400 buffer for the MARTA BRT and multi-use trail. The property is located at 1000 North Point Parkway, 4500 North Point Place, 0 & 5000 North Point Drive, 2000 & 6000 North Point Circle, and 0 Rock Mill Road.

DISCUSSION

The submitted request, if approved, would allow for the demolition of approximately 464,000 square feet of the existing mall including two (2) anchor boxes and redevelopment with 315,700 square feet of new retail, restaurants and creative office, 120,000 square feet of office, 150-room hotel, 900 'For-Rent' units, 36 'For-Sale' townhomes, and approximately eighteen (18) acres of open space on 83.67 acres in the North Point Overlay. The proposed residential density is 11.2 dwelling units per acre. A master plan amendment is requested to the North Point Mall Master Plan to modify development regulations. A rezoning is requested from PSC (Planned Shopping Center) to MU (Mixed Use) and a conditional use is requested to allow Dwelling, 'For-Rent', Dwelling, 'For-Sale' Attached, and to increase the allowable density. Variances are requested to increase building height, encroach into the Georgia 400 buffer for the MARTA BRT and multi-use trail. The property is located at 1000 North Point Parkway, 4500 North Point Place, 0 & 5000 North Point Drive, 2000 & 6000 North Point Circle, and 0 Rock Mill Road.

The property is zoned PSC and MU, subject to the North Point Mall Master Plan. Surrounding properties are zoned PSC, with properties to the south and west subject to the North Point Mall Master Plan and

properties to the north and east subject to the North Point Business Center Master Plan. Surrounding properties include Residence Inn by Marriott to the northeast, a regional stormwater facility to the east, various commercial outparcels and Dillard's to the south, Von Maur and Encore Commons office buildings to the west and Georgia 400 to the north. The Comprehensive Land Use Plan designation of the property is 'Mixed Use', which allows the proposed development.

The North Point Mall Master Plan (MP-90-04) was approved on March 19, 1990, allowing a 1,392,132 square foot regional shopping mall and commercial outparcels on 100 acres. As shown in the table below, the Master Plan has been amended several times including amendments to allow creative office space (SPACES) inside the Mall and redevelopment of the Sears anchor with a new mixed-use development. The later approval included a master plan amendment, rezoning, conditional use and variances to allow 300 'For-Rent' units, freestanding commercial and open space. Variances were approved to eliminate the neighborhood grocery in conjunction with 'For-Rent' use, allow interior common space in the Mall to count as amenity space, and allow ground-floor 'For-Rent' dwellings on a storefront street. The current master plan amendment, if approved, would significantly expand the redevelopment efforts at the Mall and would result in nearly half of the Mall being removed and replaced with a mixed-use development over three (3) phases and a 10-year development timeline.

North Point Mall Master Plan History

File#	Location	Request
MP-90-04/Z-90-03/V-90-01/V-90-02	Master Plan	Original Mall Master Plan to allow regional shopping mall
MP-93-03	North Point Mall and Outparcels 1A, 1B, 1C	Amendment to reflect Mall as-built condition and address specific uses for 3 outparcels on North Point Pkwy
MP-95-02	Outparcel 1A	Change of use from restaurant to retail sales
MP-08-05/CU-08-04	Outparcel	Allow Liquor Store for Total Wine
MP-12-02/CU-12-01	Mall	Add Theater use for AMC Theaters
MP-18-04	Mall	Add 30,000 SF of office for SPACES inside the Mall
MP-18-07/Z-18-10/CU-18-08/V-18-10	Mall	Remove Sears anchor and redevelop with 300 'For-Rent' units, 30,000 SF retail/restaurant, and 14.73 acres of open space

A rezoning is requested for 83.67 acres from PSC to MU and a conditional use is requested to allow 'Dwelling, 'For-Rent' Residential' use. The subject property is located within Priority Area 1 on the North Point LCI Density Priority Map, which is designated in the North Point Overlay as an appropriate area for higher densities. A conditional use is requested to increase the maximum allowable density in the MU district from eight (8) dwelling units per acre to 11.2 dwelling units per acre. The table below provides a comparison between the applicant's proposal and the original and current development approvals in the North Point Mall Master Plan.

North Point Mall Master Plan Comparison Table

Use	Original Master Plan & Amendments	Sears Redevelopment	Current Proposal	Net Change
Site Acreage	100 acres	83.67 acres (30 acres rezoned to MU)	83.67 acres	0

'For-Rent' Residential	0	300 Units	900 Units	+600 Units
'For-Sale' Residential	0	0	36 'For-Sale' Townhomes	+36 'For-Sale' Townhomes
Retail & Restaurant	1,392,132 SF	30,000 SF (freestanding) -154,886 SF (Sears)	315,700 SF (includes creative office) -464,000 SF (Sears, JC Penney & portion of Mall interior)	-148,300 SF
Office	30,000 SF (SPACES)	N/A	120,000 SF	+120,000 SF
Hotel	0	0	150 rooms	+150 rooms
Open Space	N/A	14.67 acres	18.38 acres	+3.71 acres

The applicant requests the following variances to the Unified Development Code (UDC):

1. Subsection 2.10.3(D) – Increase the maximum building height in the North Point Overlay and in the MU district above four (4) stories and 60'. The applicant requests that 'For-Rent' buildings be permitted a maximum building height of five (5) stories or 85' and six (6) stories or 85' for office and hotel buildings. The maximum height of commercial and townhome buildings will comply with the four (4) story maximum.
2. Section 3.2 – Allow for encroachments into the Georgia 400 Tree Protection Zone (buffer) for the future MARTA BRT right-of-way acquisition and proposed multi-use trail.

SITE PLAN

The submitted site plan depicts removal of approximately 464,000 square feet of existing space within the Mall (Sears, JC Penney and inline storefronts) and replacement with 900 'For-Rent' units in three (3), 5-story buildings (includes 24 'For-Rent' townhomes), 315,700 square feet of new retail and restaurant uses in several freestanding buildings, a six (6) story, 120,000 square foot office building, a six (6) story, 150-room hotel, 36 'For-Sale' townhomes, and approximately eighteen (18) acres of open space. Center Court, located in front of Macy's, will become the new front door to the Mall and significant interior renovations are proposed within the remaining portion of the Mall. Commercial buildings are proposed surrounding a plaza at the new entrance to the Mall, as well as in a retail square immediately adjacent to the plaza. 'For-Rent' buildings, including active uses along storefront streets, flank the retail area to the north and east and a hotel flanks the retail area to the south. An office building is proposed adjacent to the future MARTA BRT connection along Georgia 400 and 'For-Sale' townhomes are proposed adjacent to the regional stormwater park. Future development is depicted along North Point Circle in the parking lots outside of AMC, Von Maur and Dillard's; however, building size and proposed uses are not identified.

A new storefront street is depicted extending west from the intersection at North Point Drive and North Point Circle to the new entrance of the Mall and two (2) new parallel streets are depicted extending north-south through the development and connecting to North Point Circle. Several secondary streets are proposed throughout the development providing connections between the primary storefront streets and North Point Circle. Sidewalks are depicted throughout the development along both sides of new storefront streets and secondary streets. New internal streets created in existing parking lots are identified in the North Point Overlay as Type D Corridors and North Point Circle is identified as a Type C Corridor, of which both

require a minimum zero-foot (0') setback and maximum ten-foot (10') setback. Building setbacks depicted on the site plan are consistent with the established setback regulations.

A total of 5,739 parking spaces are provided for the development, which includes the remaining portion of the Mall. The UDC requires 5,074 parking spaces for the applicant's proposal and remaining areas of the Mall. Parking requirements include the 20% parking reduction in the North Point Overlay. In addition to the remaining Mall surface parking lots and parking deck, new parking decks are proposed for each of the For-Rent' buildings, a new office parking deck, new surface parking lots, on-street parking and townhome garage and driveway parking.

The applicant's open space plan depicts 18.38 acres, or 22% open space, of which 11.4 acres is civic space and 6.98 acres is amenity space. The table below provides a breakdown of the proposed open space, which includes a variety of improvements such as plazas and squares, pocket parks, bike lanes and multi-use trail connections between MARTA BRT and North Point Parkway, stormwater park improvements, sports courts, multi-family pools and other amenity areas, yards, balconies and patios, outdoor dining areas, and mall interior common areas. The North Point Overlay requires 10% of the site be set aside as civic space and 5% be set aside as amenity space. Since a conditional use is requested to increase density above eight (8) dwelling units per acre, minimum civic space increases to 13.2%.

Open Space	Area	Notes
CIVIC SPACE		
Square	1.2 acres	
Plaza	5.52 acres	
Pocket Parks	1.28 acres	
Parks	2.49 acres	
Multi-use Trails	0.37 acres	
Others Areas	0.54 acres	
TOTAL Civic Space	11.4 acres	Min. required 11.04 acres
AMENITY SPACE		
Outdoor Dining	0.33 acres	
Patios and Porches	0.24 acres	
Yards and Lawns	1.38 acres	
Enhanced Hardscape	3.51 acres	
Balconies	0.16 acres	
Pool Area	0.91 acres	
Sports Courts	0.45 acres	
TOTAL Amenity Space	6.98 acres	Min. required 4.18 acres
TOTAL OPEN SPACE	18.38 acres	

Impacts to trees will be minimal given that the proposal represents redevelopment of an existing regional shopping mall and surface parking lot. Stormwater facilities are not depicted on the applicant's site plan; however, a regional stormwater facility exists to the east of the property and is proposed to be improved as a multi-use stormwater park. Bioretention is proposed throughout the development which helps satisfy required EcoDistrict points.

ELEVATIONS

Renderings and design standards were submitted by the applicant reflecting an eclectic industrial vernacular. The applicant's intent is to create a sense that buildings have been organically built over time with a cohesive but varied mix of materials and styles. The proposed development is broken up into three (3) distinct zones: Station (remaining Mall area and surrounding parking lots), Village (new outdoor retail area on the east end of the Mall), and Neighborhood (primarily residential areas created in parking lots on the east side of the Mall). Design standards are proposed for each zone and address interior mall renovations, new front door of the mall or 'Great Porch', facades and storefronts, illumination, and signage.

'FOR-RENT' RESIDENTIAL

Careful consideration should be given to maintaining a balance between 'For-Rent' versus 'For-Sale' product in the City. The Horizon 2040 Comprehensive Plan identifies the following policy as it relates to maintaining a balance of 'Owner-Occupied' versus 'Renter-Occupied' housing in the City:

Housing Policy 2: Maintain a balance between 'owner-occupied' and 'renter-occupied' in Alpharetta such that at least 68% of the housing stock is 'owner-occupied'.

There are several factors that should be considered with requests for apartments, such as mix of uses, design, long-term viability, impacts to City facilities and services, as well as traffic and school impacts. Office space already exists, or is proposed, within the LCI and high-density housing should be tied to office space where jobs exist and are created, and service uses are available to limit vehicular trips. The 561,575 square feet of existing office (Encore Commons), 30,000 square feet of co-working office space (SPACES) inside the Mall, and 120,000 square feet of new office would generate approximately 3,000-3,500 employees (1 employee per 200-250 square feet) to support the proposed mixed-use development.

The City's Rental Housing Study (updated May 2022) recommends an annual target entitlement of approximately 116 'For-Rent' units per year in order to achieve Housing Policy 2, as stated above. While the minimum 68% 'owner-occupied' housing policy is included in the Horizon 2040 Comprehensive Plan, the annual target recommendation is not an approved City policy. The current US Census American Community Survey 5-year estimates (2016 – 2020) show that the City is at 67.7% owner-occupied housing units, which is just below the minimum 68% owner-occupied in Housing Policy 2. As shown in the table below, the City has approved 555 'For-Rent' units and 159 assisted living units since 2019. These approvals exhaust the annual 'For-Rent' target through the 2023. If the City decides to allow future 'For-Rent' approvals, a condition is recommended limiting a Certificate of Occupancy (CO) until 2024 in order to meet the housing policy. In addition, Staff adheres to a 5-year timeframe when making recommendations on public hearing requests for 'For-Rent' use. Housing policies are developed by the community as part of the City's Comprehensive Plan, which is updated every five (5) years.

Development	Number of units	Entitlement Year
North Point Mall Redevelopment	300	1/1/2021
TPA Lakeview Park	255	1/1/2022
Heritage Davis Drive	159	1/1/2023

The applicant proposes 900 'For-Rent' units over three (3) phases of development, of which 300 units were previously approved with the North Point Mall Sears Redevelopment. As shown in the table below, 'For-Rent' units are anticipated to be delivered in 2025 (320 units), 2028 (330 units), and 2029 (250 units).

'For-Rent' buildings are proposed to be up to five (5) stories or 85' in height with structured parking decks and on-site amenities. Rental units are proposed in large multi-family buildings, except that the Phase 2 units include 24 'For-Rent' townhomes. Ground-floor active uses (retail, office, and amenities) are required along storefront streets and ground-floor dwellings are limited to non-storefront streets. Residents will have access to dedicated covered parking and amenities, such as a pool and private outdoor amenity areas. The applicant proposes a mix of studio, one (1) and two (2) bedroom units. Studios are anticipated to be minimum 410 square feet, one (1) bedroom units minimum 590 square feet and two (2) bedroom units minimum 850 square feet.

'For-Rent' Phasing Request – Certificate of Occupancy (CO) Year

	2022	2023	2024	2025	2026	2027	2028	2029	2030	Total
Applicant's Proposal*	0	0	0	20	0	0	330	250	0	600
Recommended Target	-	116	116	116	116	116	116	116	116	928
Cumulative Total	0	+116	+232	+328	+444	+560	+346	+212	+328	328

***300 'For-Rent' units approved (CO Year 20/21) w/the North Point Mall Sears Redevelopment in 2019**

ECODISTRICT

The North Point Overlay requires that EcoDistrict measures be incorporated into all new developments. The applicant's proposal represents a significant redevelopment with a conditional use to increase density. Therefore, the proposed mixed-use development must achieve at least ten (10) EcoDistrict points. According to the applicant's letter of intent, a total of 39 EcoDistrict points are proposed for the development. Since the development will be constructed over several phases, the applicant broke the development up into five (5) project areas, or zones, with a minimum of seven (7) EcoDistrict points proposed for each zone. EcoDistrict points are requested for Green Building, Water Efficiency in Building Design, Bio-retention, Sustainable Landscaping, and Enhanced Bicycle Amenities. If approved, the developer should provide the EcoDistrict measures as requested in the applicant's letter of intent, as determined by Staff at LDP and building permit.

EACH PROJECT AREA WILL MEET OR EXCEED THE POINT TOTAL REQUIRED BY THE UDC SECTION 2.10 - NORTH POINT OVERLAY. EXCESS POINTS IN ANY PROJECT AREA MAY BE APPLIED TO FUTURE PROJECTS.

ESTIMATE ECO-DISTRICT POINT ACHIEVEMENT:

ZONE 1: APPROX. 10 POINTS

- GREEN BUILDING (MF BUILDING) = 3 POINTS
- WATER EFFICIENCY IN BUILDING DESIGN (NEW RETAIL BUILDINGS) = 2 POINTS
- BIO-RETENTION = 2 POINTS
- SUSTAINABLE LANDSCAPING = 1 POINT
- ENHANCED BICYCLE AMENITIES = 2 POINTS

ZONE 2: APPROX. 8 POINTS

- GREEN BUILDING (MF BUILDING) = 3 POINTS
- WATER EFFICIENCY IN BUILDING DESIGN (NEW RETAIL BUILDINGS) = 2 POINTS
- SUSTAINABLE LANDSCAPING = 1 POINT
- ENHANCED BICYCLE AMENITIES = 2 POINTS

ZONE 3: APPROX. 7 POINTS

- WATER EFFICIENCY IN BUILDING DESIGN (NEW RETAIL BUILDINGS) = 2 POINTS
- BIO-RETENTION = 2 POINTS
- SUSTAINABLE LANDSCAPING = 1 POINT
- ENHANCED BICYCLE AMENITIES = 2 POINTS

ZONE 4: APPROX. 7 POINTS

- WATER EFFICIENCY IN BUILDING DESIGN (NEW RETAIL BUILDINGS) = 2 POINTS
- BIO-RETENTION = 2 POINTS
- SUSTAINABLE LANDSCAPING = 1 POINT
- ENHANCED BICYCLE AMENITIES = 2 POINTS

ZONE 5: APPROX. 7 POINTS

- WATER EFFICIENCY IN BUILDING DESIGN (NEW RETAIL BUILDINGS) = 2 POINTS
- BIO-RETENTION = 2 POINTS
- SUSTAINABLE LANDSCAPING = 1 POINT
- ENHANCED BICYCLE AMENITIES = 2 POINTS

ESTIMATED 39 TOTAL ECO-DISTRICT POINTS



Old Fourth Ward Stormwater Park

The EcoDistrict encourages incorporating water into civic and amenity areas. An eleven (11) acre regional stormwater facility with a permanent pool is located in a wooded area at the southeast corner of North Point Drive and North Point Circle. The applicant proposes to improve a portion of the stormwater pond under their control as a multipurpose stormwater and public park facility, including an overlook deck and multi-use trail. The North Point stormwater pond could add features similar to the Old Fourth Ward Stormwater Park in Atlanta (see photograph to the left).

TRAFFIC

The applicant submitted a trip generation report for the proposed mixed-use development. As shown in the table below, the proposed development would generate approximately 862 AM Peak Hour trips and 560 PM Peak Hour trips. The report notes that if the 277,000 square feet of vacant retail space in the Mall was occupied, it would generate approximately 10,456 net daily trips. With an estimated 9,960 net new trips, the site is expected to generate five percent (5%) less net traffic than the expected trip generation of a fully occupied mall.

Table 9: Trip Generation								
Land Use	Density	Daily Traffic			AM Peak Hour		PM Peak Hour	
		Total	Enter	Exit	Enter	Exit	Enter	Exit
220 – Multi-Family Housing (Low-Rise)	36 units	232	116	116	4	14	15	9
221 – Multi-Family Housing (Mid-Rise)	900 units	4,904	2,452	2,452	77	218	223	142
310 – Hotel	150 rooms	1,266	633	633	41	29	44	42
710 – General Office Building*	120,000 sf	1,266	633	633	120	19	22	113
820 – Shopping Center	244,560 sf	9,232	4,616	4,616	143	87	447	485
932 – High-Turnover (Sit-Down) Restaurant	71,140 sf	7,980	3,990	3,990	389	318	431	264
Gross Project Trips		24,880	12,440	12,440	774	685	1,182	1,055
<i>Demolition of 235,000 SF of occupied Retail</i>		<i>-8,872</i>	<i>-4,436</i>	<i>-4,436</i>	<i>-137</i>	<i>-84</i>	<i>-430</i>	<i>-465</i>
<i>Mixed-Use Reductions</i>		<i>-2,164</i>	<i>-1,082</i>	<i>-1,082</i>	<i>-140</i>	<i>-140</i>	<i>-289</i>	<i>-289</i>
<i>Alternative Mode Reductions</i>		<i>-1,386</i>	<i>-693</i>	<i>-693</i>	<i>-50</i>	<i>-46</i>	<i>-47</i>	<i>-31</i>
<i>Pass-By Reductions</i>		<i>-2,498</i>	<i>-1,249</i>	<i>-1,249</i>	<i>-0</i>	<i>-0</i>	<i>-63</i>	<i>-63</i>
Net New Trips		9,960	4,980	4,980	447	415	353	207

The applicant's proposal triggered a Development of Regional Impact (DRI) review, which requires a rigorous traffic impact assessment and allows input from neighboring jurisdictions and affected agencies. The traffic assessment also accounted for the City's current North Point Parkway Streetscape project and the current recommendation to right-size the North Point Parkway corridor by removing a travel lane in each direction and providing twelve-foot (12') multi-use sidewalks along each side of the street. When accounting for the lane reductions and the programmed uses from the applicant's proposal, projected 2030

traffic operations are accommodated with no physical improvements necessary to serve the anticipated traffic generated by the proposed development, as well as projected traffic growth within the study network.

SCHOOLS

Residential development is known to increase school enrollment. Fulton County Schools calculated the potential number of children who may live on the property by using their standard calculation to distinguish the number of children that a residential development will generate. The following table outlines these figures:

FULTON COUNTY SCHOOLS – 900 ‘For-Rent’ Units and 36 ‘For-Sale’ Townhomes

School	Estimated # New FCS Students Generated
Northwood Elementary School	47 – 150
Haynes Bridge Middle School	4 – 54
Centennial High School	18 – 86
Total	69 – 290

Based on the total figure for all three school levels, it can be assumed that the proposed development could house approximately 69 – 290 school age children. All three schools are shown to be under capacity.

STANDARDS FOR MASTER PLAN AMENDMENT/ZONING CHANGES

The Planning Commission and the City Council shall consider the following standards in considering a master plan amendment and rezoning application, giving due weight or priority to those factors particularly appropriate to the circumstances of each application:

- a. Whether the zoning proposal will permit a use that is suitable in view of the zoning use and development of adjacent and nearby property.

Response: The zoning proposal would permit a mixed-use development, which is consistent with the vision in the North Point LCI, Comprehensive Plan and North Point Overlay.

- b. Whether the zoning proposal will adversely affect the existing use or usability of adjacent or nearby property.

Response: The zoning proposal would permit a mixed-use development, which is consistent with the vision in the North Point LCI, Comprehensive Plan and North Point Overlay.

- c. Whether the zoning proposal will adversely affect the natural environment.

Response: The proposed mixed-use development represents redevelopment of a substantial portion of the Mall and associated surface parking lots and would not negatively impact the natural environment.

d. Whether there are substantial reasons why the property cannot or should not be used as currently zoned.

Response: Regional shopping malls are closing across the country. If a new vision is not implemented, the Mall and surrounding retail area could rapidly decline. A mixed-use development at this location is consistent with the vision in the North Point LCI and would reduce impacts on City facilities and services.

e. Whether the zoning proposal will result in a use that will or could cause an excessive or burdensome use of public facilities or services, including but not limited to existing streets and transportation facilities, schools, water or sewer utilities, and police or fire protection.

Response: The purpose of a mixed-use development is to reduce impacts on public facilities and services by providing a place to live, work and play. The zoning proposal is consistent with the vision in the North Point LCI.

f. Whether the zoning proposal is supported by new or changing conditions not anticipated or reflected in the existing zoning on the property.

Response: A mix of uses, specifically residential use, was not contemplated in the original PSC zoning district which covers much of the North Point area. The North Point LCI established a vision for the area in the 2008 and 2018 LCI documents, which now contemplate adding residential uses to the area.

g. Whether the zoning proposal reflects a reasonable balance between the promotion of the public health, safety, morality or general welfare against the right to unrestricted use of property.

Response: Regional shopping malls are closing across the country. If a new vision is not implemented, the Mall and surrounding retail area could rapidly decline. A mixed-use development at this location is consistent with the vision in the North Point LCI and would reduce impacts on City facilities and services.

h. Whether there are substantial reasons why the property cannot be used in accordance with existing zoning.

Response: Regional shopping malls are closing across the country. If a new vision is not implemented, the Mall and surrounding retail area could rapidly decline. A mixed-use development at this location is consistent with the vision in the North Point LCI and would reduce impacts on City facilities and services.

i. The extent to which the zoning proposal is consistent with the Comprehensive Plan.

Response: The zoning proposal is consistent with the comprehensive land use plan designation of the property, which is 'Mixed Use'.

CONDITIONAL USE REVIEW CRITERIA

City staff has reviewed the applicant's request and compared it to the conditional use standards established in UDC Sec. 4.2.3 (B) which are as follows:

A conditional use otherwise permitted within a zoning district shall be considered to be compatible with other uses permitted in the district, provided that due consideration is given to the following objective criteria at a public hearing and satisfactory provisions or arrangements are made for:

1. Access into and out of the property with regard to traffic and pedestrian safety, volume of traffic flow, and emergency vehicles, as well as the type of street providing access;

Response: The project has sufficient access from North Point Drive, North Point Circle and North Point Parkway.

2. The extent to which refuse areas, loading and service areas, off street parking, and buffers and screening are provided on the property;

Response: The proposed development can sufficiently address the above-referenced site development requirements.

3. Ensuring that the conditional use will not be injurious to the use and enjoyment of the environment or of other property in the immediate vicinity or diminish and impair property values within the surrounding neighborhood;

Response: The applicant proposes 'For-Rent' use in association with a mixed-use development, which is consistent with the comprehensive land use plan designation of the property, which is Mixed Use. The property is also located within Priority Area 1 on the residential density map in the North Point overlay, which is appropriate for higher residential densities.

4. Ensuring that the conditional use will not increase local or state expenditures in relation to the cost of servicing or maintaining neighboring properties;

Response: Not applicable.

5. Ensuring that the conditional use will not impede the normal and orderly development of surrounding property for uses predominant in the area; and

Response: The proposed conditional use should not impact the normal and orderly development of surrounding properties.

6. Ensuring that the location and character of the conditional use is considered to be consistent with a desirable pattern of development for the city, in general.

Response: The proposed uses are consistent with the vision of the Comprehensive Plan, North Point LCI and North Point Overlay, which identify the Georgia 400 corridor, and specifically the North Point area, as an appropriate location to establish mixed-use activity centers at higher densities and intensities. However, the applicant requests that 'For-Rent' units be permitted in three (3) separate phases of development over a ten (10) year period. Staff adheres to a five (5) year timeframe when making recommendations related to requests for 'For-Rent' use, which is consistent with the five (5) year update to

the Comprehensive Plan. Therefore, it is recommended that residential use in the final phase of development be limited to 'For-Sale' residential uses.

7. Ensuring that the conditional use is appropriately separated from similar uses and conflicting uses, such as residences, government buildings, parks, churches or schools.

Response: There have not been any conditional use requests to increase density in the North Point area and there are no 'For-Rent' uses in the immediate vicinity of the Mall. In addition, there are no conflicting uses in the vicinity of the Mall.

VARIANCE REVIEW CRITERIA

The City of Alpharetta Unified Development Code Article IV, Section 4.5.3 outlines the criteria set forth for granting a variance. The ordinance specifically states..."a variance may be granted in whole or in part, or with conditions, in such individual case of unnecessary hardship upon a finding that":

(1) There are extraordinary and exceptional conditions pertaining to the particular piece of property in question because of its size, shape or topography; or

Response: There are exceptional conditions pertaining to the property due to the size and shape. The variance to allow an encroachment into the Georgia 400 buffer is for the purpose of accommodating the future MARTA BRT stop at the Mall. The maximum building height in the North Point Overlay is four (4) stories or 60'. The applicant requests a variance to increase building height for the 'For-Rent' buildings to five (5) stories or 85' and for the hotel and office to six (6) stories or 85'. The applicant's intent, as stated in the public hearing application, is to create a sense that buildings have been organically built over time, which is consistent with the request to construct buildings with a variety of building heights. In addition, several master plans in the North Point Overlay allow building heights up to 30 stories.

(2) The application of the Ordinance to this particular piece of property would create an unnecessary hardship; or

Response: The applicant's intent, as stated in the public hearing application, is to create a sense that buildings have been organically built over time. Application of the ordinance would result in a uniform building height across the 83.67-acre mixed-use development, which could have a contrived look and feel. Avalon has a mix of building heights ranging from one (1) and two (2) story commercial buildings to ten (10) story office buildings and a twelve (12) story hotel.

(3) There are conditions that are peculiar to the property which adversely affect its reasonable use or usability as currently zoned; or

Response: There are exceptional conditions pertaining to the property due to the size and shape. The variance to allow an encroachment into the Georgia 400 buffer is for the purpose of accommodating the future MARTA BRT stop at the Mall. The maximum building height in the North Point Overlay is four (4) stories or 60'. The applicant requests a variance to increase building height for the 'For-Rent' buildings to five (5) stories or 85' and for the hotel and office to six (6) stories or 85'. The applicant's intent, as stated in the public hearing application, is to create a sense that buildings have been organically built over time,

which is consistent with the request to construct buildings with a variety of building heights. In addition, several master plans in the North Point Overlay allow building heights up to 30 stories.

(4) Relief, if granted, would not cause substantial detriment to the public good or impair the purpose and intent of the City of Alpharetta ordinances.

Response: Relief, if granted, should not cause a substantial detriment to the public good. The variety of building heights will result in a more interesting development with a sense of having been organically built over time.

CONCURRENCES

Staff has reviewed the applicant's proposal against the established review criteria for a master plan amendment, rezoning, conditional use and variances. The proposed mixed-use development is consistent with the vision for the North Point Overlay and specifically addresses objectives in the North Point LCI, such as 1) Create a "park once walk everywhere" walkable environment, 2) Induce redevelopment of large areas of surface parking, and 3) Improve the area's retail balance. The proposal also emphasizes sustainability, open space and connectivity between various modes of transportation, which are key components in the Overlay. Staff recommends that if additional rental (phase 3) is approved it should be contingent on construction of concurrent office which serves to capture employee/resident internal trips and support the requested hotel.

The proposal adds a customer base to patronize the Mall's existing establishments during non-typical hours. This is important as traditional regional shopping malls are going dark across the country. The proposed Mall redevelopment should not generate significant changes in demand on public facilities and services and the proposed use would produce fewer vehicular trips than the expected trip generation of a fully occupied mall. While the applicant proposes an increase to the residential density, they are adding substantial open space and recreational opportunities within the development to minimize impacts to existing City facilities and services. More importantly, the proposal is consistent with the Comprehensive Land Use Plan designation of the property, which is 'Mixed Use'.

There are exceptional conditions pertaining to the property due to the size and shape. The variance to allow an encroachment into the Georgia 400 buffer is for the purpose of accommodating the future MARTA BRT stop at the Mall. The applicant's intent is to create a sense that buildings have been organically built over time. Without the building height variance, the development could have a contrived look and feel.

CITIZEN PARTICIPATION PLAN

The report submitted by the applicant states that a variety of outreach measures were undertaken by the applicant including a tenant notice on 3/2/22, stakeholder meeting with North Point property owners in 3/15/22, tenant quarterly meeting on 3/31/22, North Point stakeholder meeting on 4/12/22, Greater North Fulton Strategic Leadership Visit on 6/9/22, and mailed public notices to properties within 500'. Questions and comments received from the public included how merchandise will be different from other projects in the market, adequate space for bike lanes and parallel parking, projected multi-family rents, will the project address workforce housing, provide electric vehicle charging stations, status of JC Penney and when construction will begin.

The City also received feedback from the public including the status of JC Penney, ensuring that parking is convenient, and providing pet-friendly areas and restaurants.

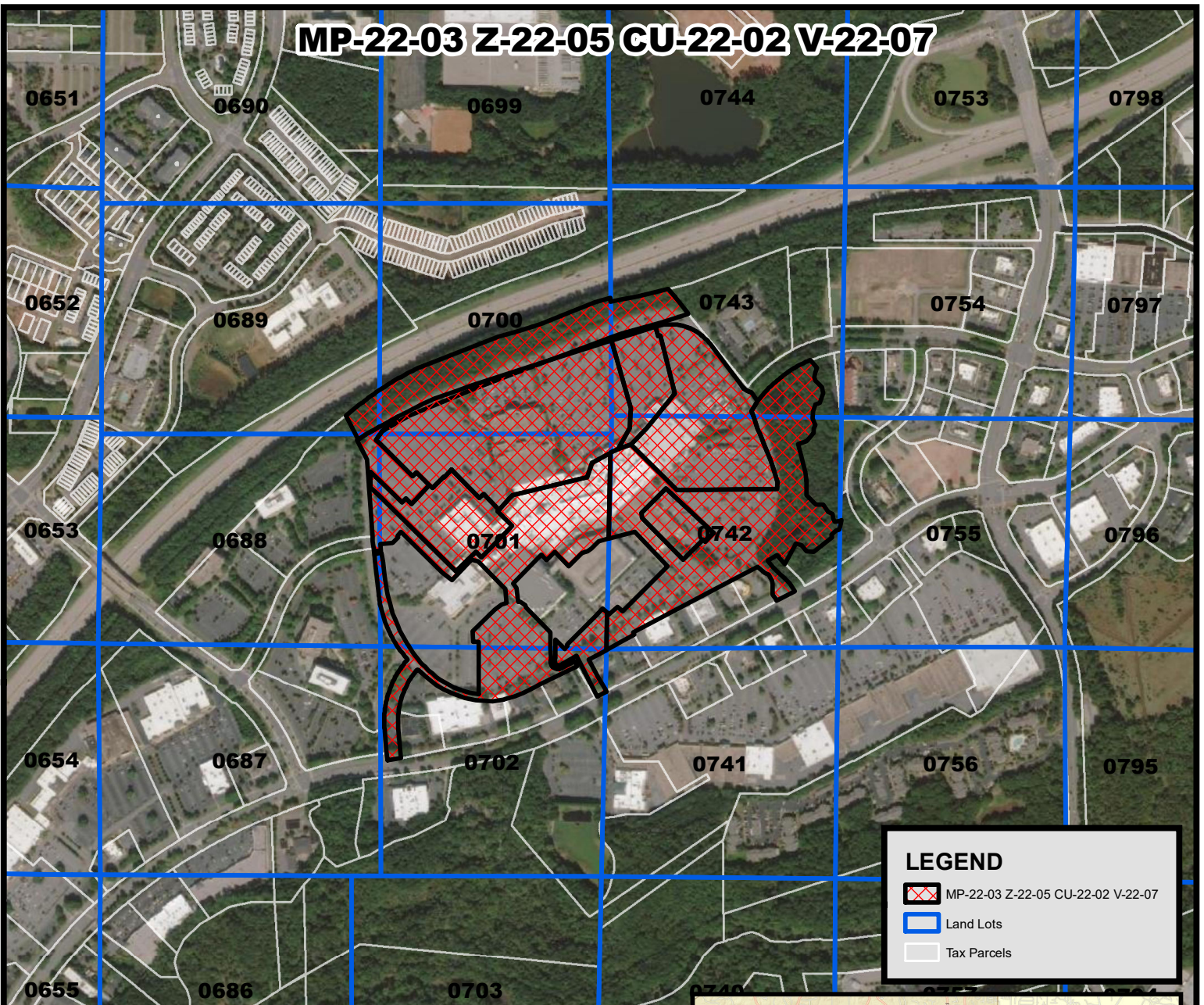
COMMUNITY ZONING INFORMATION MEETING

The CZIM was held on May 11, 2022. There were public comments with questions regarding the status of JC Penney and if it has a place in the redevelopment plan, when demolition/ground breaking will begin, need workforce housing at this location, have Mall tenants been notified of this plan, what happened to the previous redevelopment plan, will the stormwater park be developed, and will there be a MARTA BRT stop at this location.

IV. ATTACHMENTS:

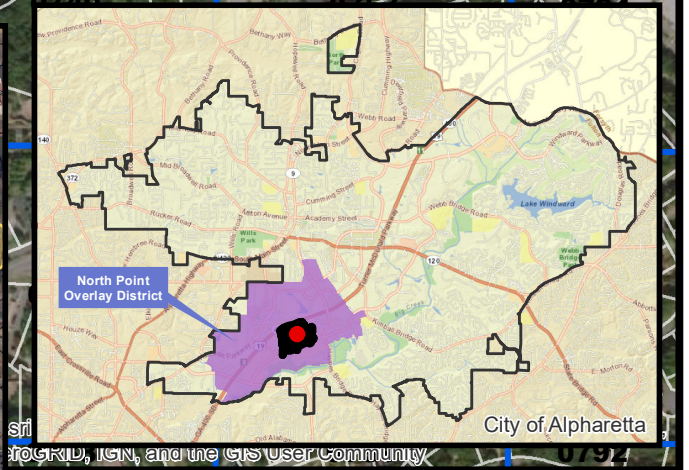
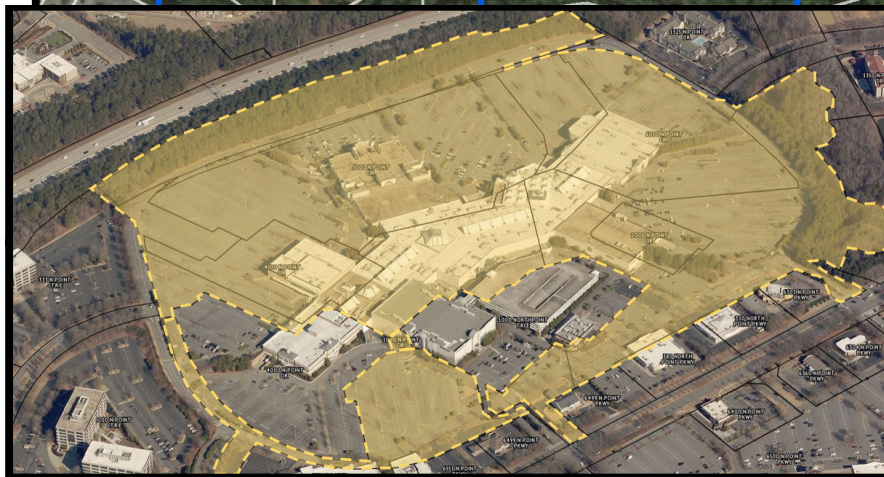
- Site Plan
- Renderings

MP-22-03 Z-22-05 CU-22-02 V-22-07



LEGEND

- MP-22-03 Z-22-05 CU-22-02 V-22-07
- Land Lots
- Tax Parcels



MP-22-03 Z-22-05 CU-22-02 V-22-07

**D/LL: 1/2/0688, 0689, 0700,
0701, 0702, 0742, 0743**

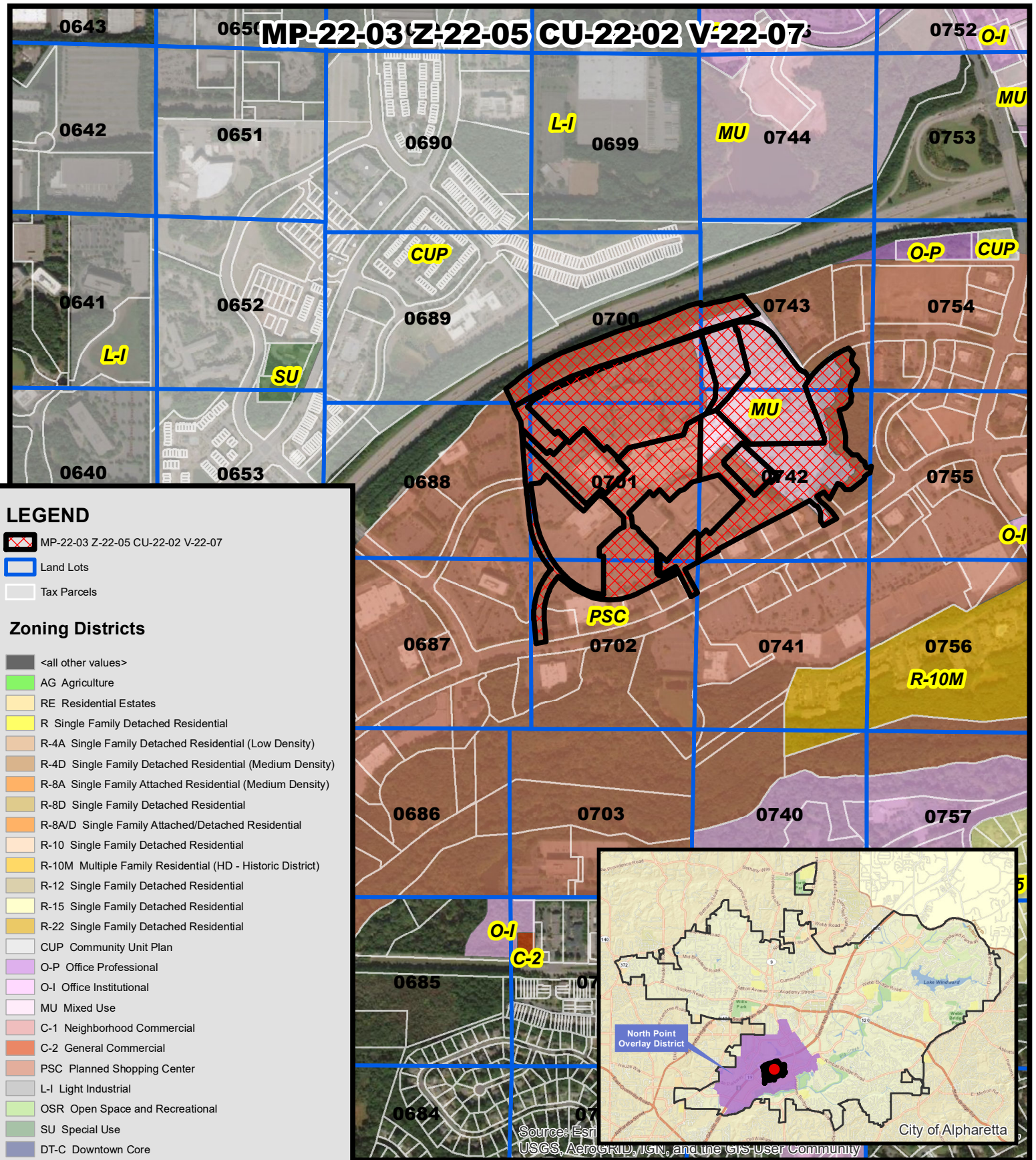
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**Aerial Map
North Point Mixed Use**



**Location Map Provided by:
Community Development - GIS**



Zoning Map North Point Mixed Use

MP-22-03 Z-22-05 CU-22-02 V-22-07

**D/LL: 1/2/0688, 0689, 0700,
0701, 0702, 0742, 0743**

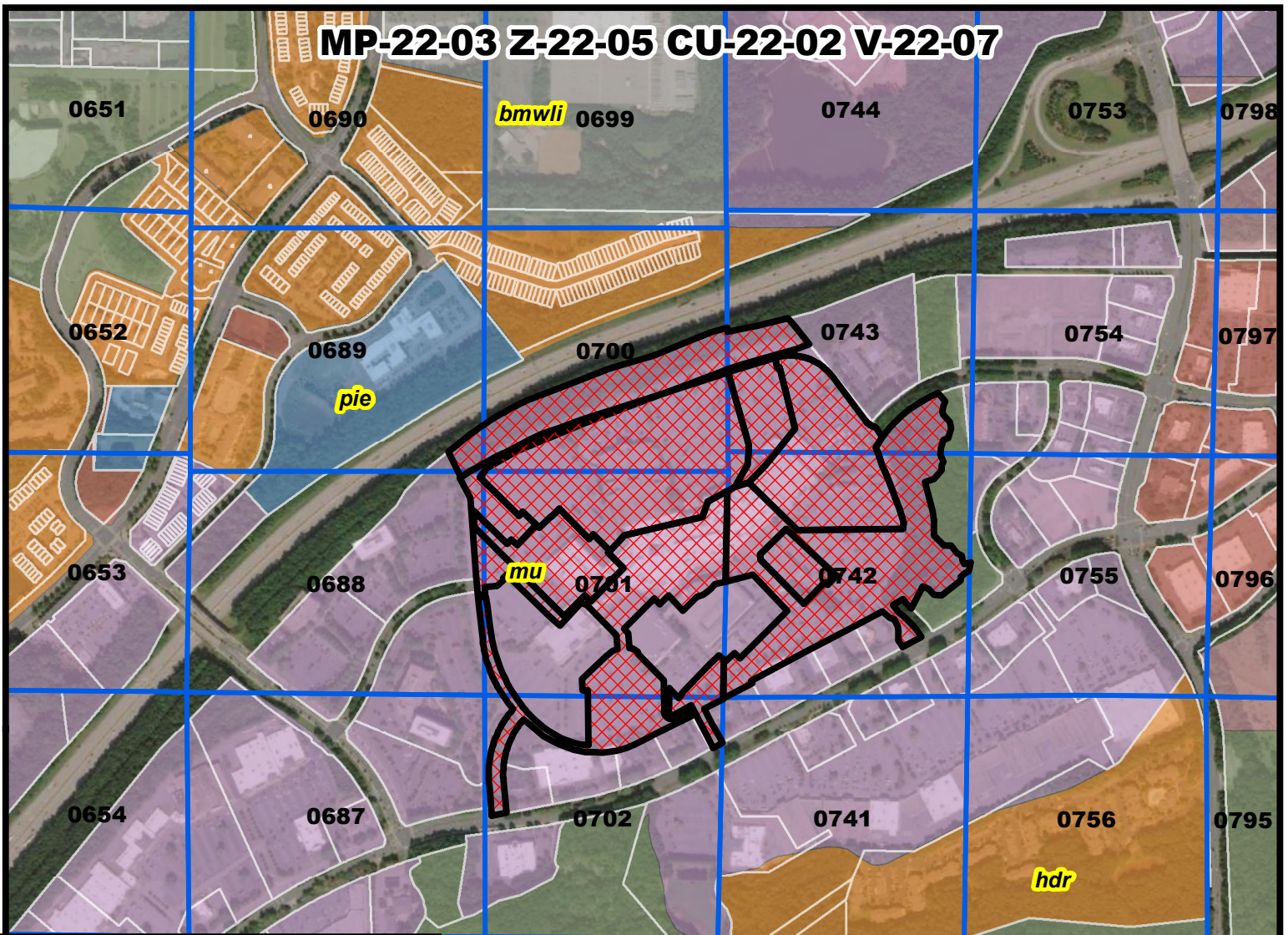
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**Location Map Provided by:
Community Development - GIS**



MP-22-03 Z-22-05 CU-22-02 V-22-07



LEGEND

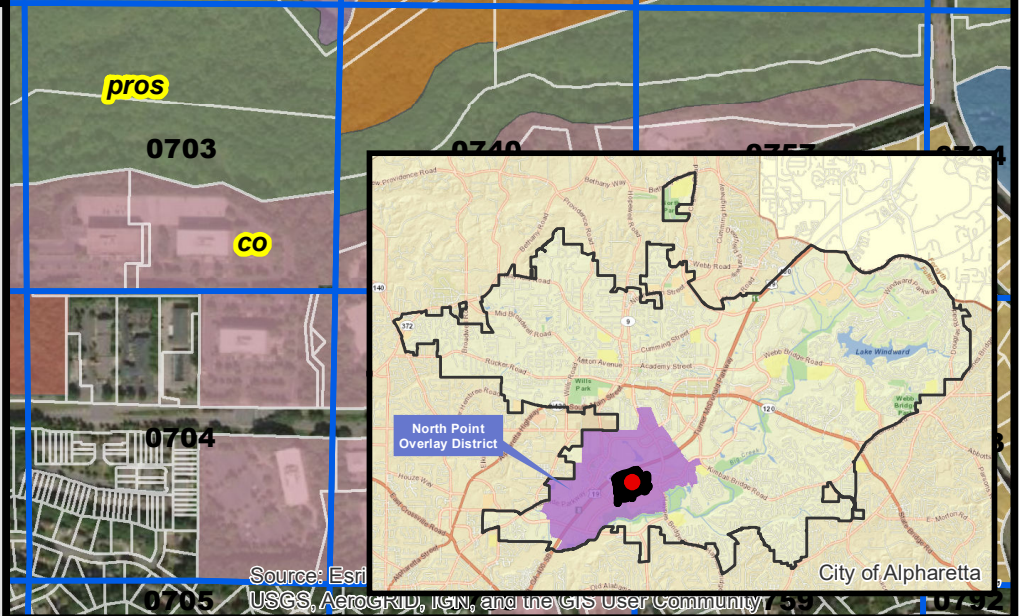
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Land Lots

Tax Parcels

Future Land Use Designations

- Business, Manufacturing, Warehousing, Light Industrial
- Central Business District
- Commercial
- Corporate Office
- Downtown Residential Density
- High Density Residential
- Low Density Residential
- Medium Density Residential
- Mixed Use
- Mixed Use Live Work
- Parks, Recreation, Open Space
- Professional Business Office
- Public, Institutional, Education
- Residential Estate
- Very Low Density Residential



MP-22-03 Z-22-05 CU-22-02 V-22-07

**D/LL: 1/2/0688, 0689, 0700,
0701, 0702, 0742, 0743**

PC: 7/07/22

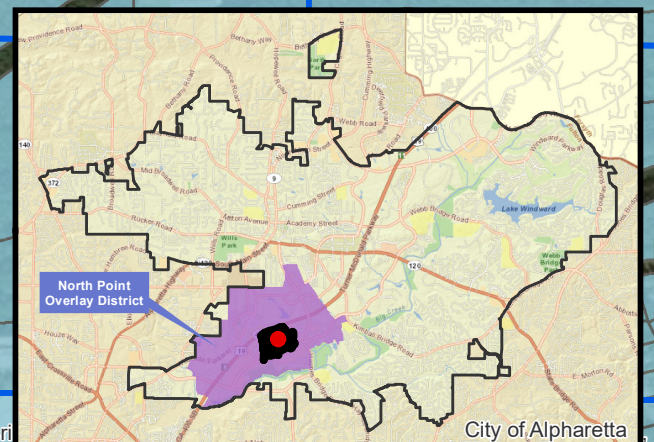
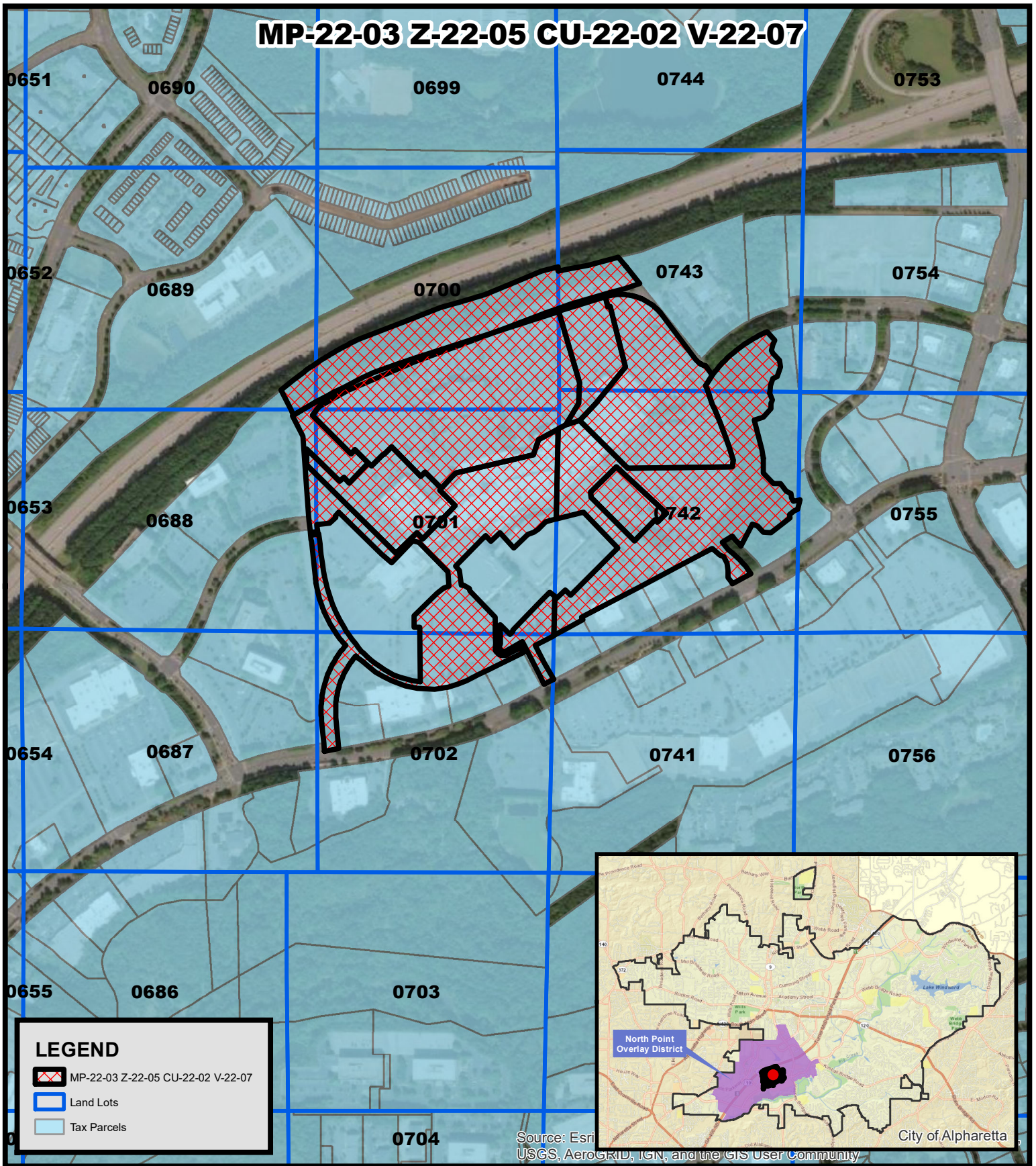
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Future Land Use Map North Point Mixed Use

**Location Map Provided by:
Community Development - GIS**



MP-22-03 Z-22-05 CU-22-02 V-22-07



**Location Map
North Point Mixed Use**

MP-22-03 Z-22-05 CU-22-02 V-22-07

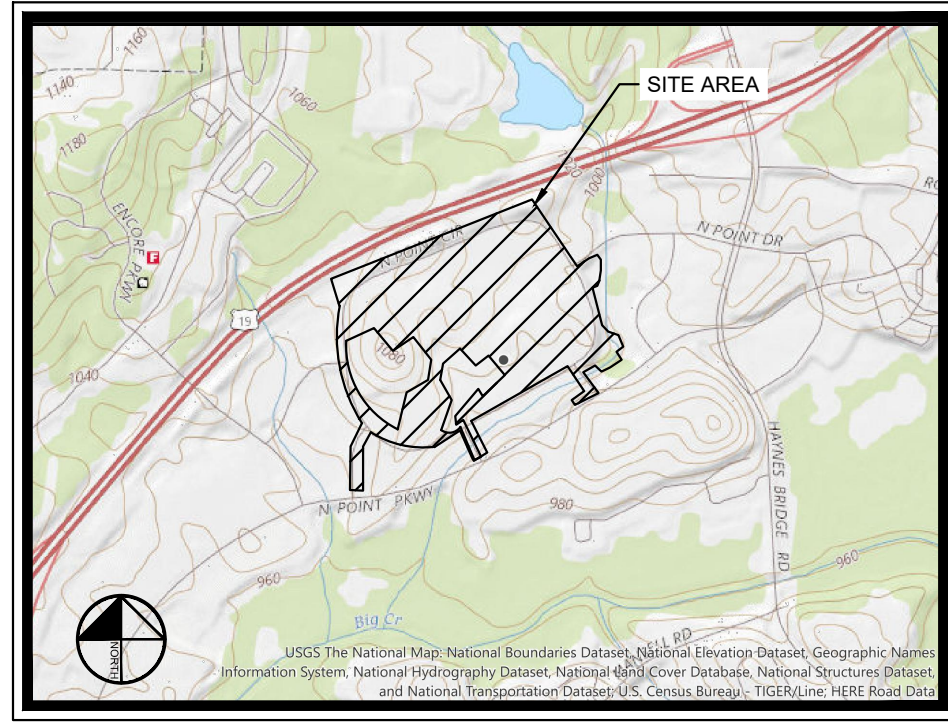
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PC: 7/07/22

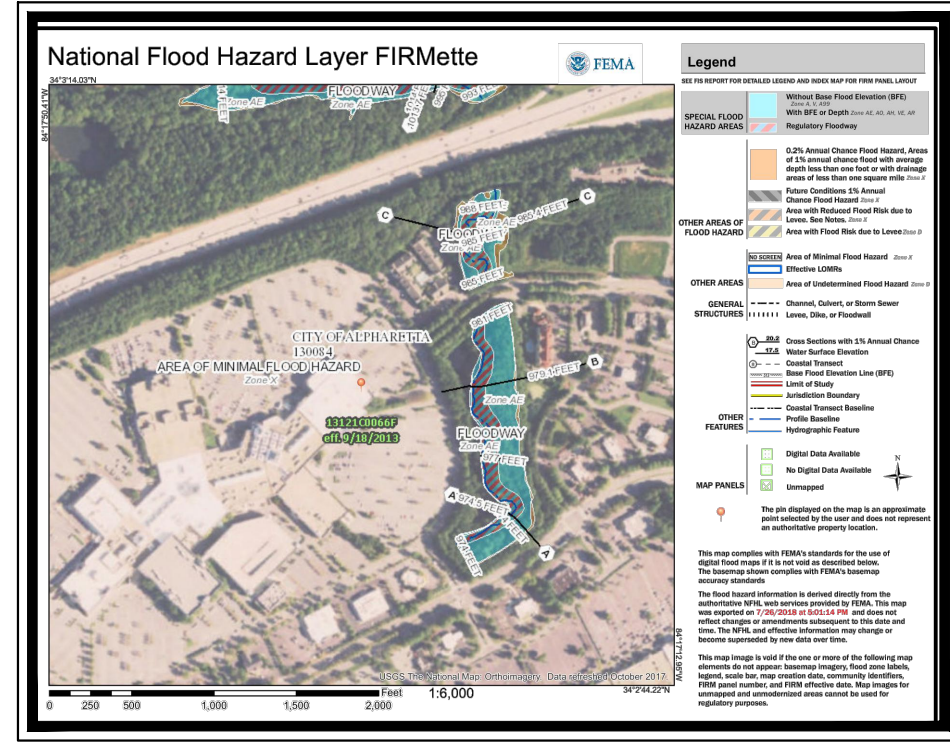
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**Location Map Provided by:
Community Development - GIS**

Drawing name: K:\ATL_Civil\01455000_NPM Project EcoCAD\Plansheets\ZP-01 - ZONING SITE PLAN.dwg ZONING SITE PLAN Jun 24, 2022 9:32am by: tyler.rosser



VICINITY MAP
N.T.S.



FEMA MAP

THE PROJECT SITE DOES LIE WITHIN A FLOOD HAZARD AREA PER FIRM PANEL 13121C0066F DATED 08/18/2013

STORMWATER NOTE:

SITE WILL CONTAIN ONSITE STORMWATER CONTROLS TO MEET ALL LOCAL AND STATE REQUIREMENTS. THIS MAY INCLUDE THE COMBINATION OF SEVERAL COMPONENTS (PERVIOUS PAVING, INFILTRATION FIELDS, BIORETENTION AREAS, OR OTHER COMPONENTS) PROVIDING RUNOFF REDUCTION (IF INFILTRATION RATES ALLOW), CHANNEL PROTECTION, AND OVERBANK FLOODING PROTECTION PER THE CODE REQUIREMENTS. DETENTION SHALL BE PROVIDED WITHIN A CONCRETE VAULT BENEATH THE PARKING DECK.

OPEN SPACE LEGEND

- CIVIC SPACE
- AMENITY SPACE

DEVELOPMENT SUMMARY:

DRI NUMBER:	DRI#3469
SITE SUMMARY:	
CURRENT ZONING:	PSDMU
PROPOSED ZONING:	MU
OVERLAY DISTRICT:	NORTH POINT OVERLAY
SITE AREA:	
Existing Mall Total Area	98.57 ACRES
Proposed Area to be Rezoned	83.67 ACRES (Excludes Dillard's / Von Maur)
SETBACKS & BUFFERS:	
BUILDING SETBACKS	NONE
LANDSCAPE SETBACKS	NONE
UNDISTURBED BUFFERS	120' GA 400 BUFFER *

LAND USES & DENSITIES:

Note: Areas exclude Dillard's and Von Maur. All areas are gross areas.

EXISTING	
MALL INTERIOR AREA	1,151,800 SF
RESTAURANT (Cheesecake Factory)	10,300 SF
PROPOSED	
REMAINING MALL INTERIOR AREA	653,700 SF (7,612 SF/ACRE)
EXISTING RESTAURANT (Cheesecake Factory)	10,300 SF (123 SF/ACRE)
PROPOSED RESTAURANT	71,140 SF (50 SF/ACRE)
PROPOSED RETAIL	244,560 SF (2,923 SF/ACRE)
OFFICE	120,000 SF (1,434 SF/ACRE)
MULTIFAMILY (including For-Lease Townhomes)	900 UNITS (10.75 UNITS/ACRE)
TOWNHOMES	36 UNITS (0.43 UNITS/ACRE)
HOTEL	150 KEYS (1.8 KEYS/ACRE)

BUILDING HEIGHTS:

MAXIMUM ALLOWABLE	
COMMERCIAL	4 STORIES
OFFICE	6 STORIES OR 60'
MULTIFAMILY	4 STORIES OR 60'
TOWNHOME	4 STORIES OR 60'
HOTEL	4 STORIES OR 60'

PROPOSED MAXIMUM

COMMERCIAL	4 STORIES OR 60'
OFFICE	6 STORIES OR 85'
MULTIFAMILY	5 STORIES OR 85'
TOWNHOME	4 STORIES OR 60'
HOTEL	6 STORIES OR 85'

PARKING SUMMARY:

Note: Parking calculations include the 20% reduction allowed for the North Point Overlay.
Note: Excludes Dillard's and Von Maur parking lots.

REQUIRED PARKING:	5,122 SPACES (TOTAL)
REMAINING MALL AREA	1,831 SPACES (1 / 285 SF*0.80)
RETAIL (244,560 SF)	783 SPACES (1 / 250 SF*0.80)
RESTAURANT (71,140 SF)	570 SPACES (1 / 100 SF*0.80)
OFFICE (180,000 SF)	576 SPACES (1 / 250 SF*0.80)
MULTIFAMILY (900 UNITS)	1,116 SPACES (1.55 / UNIT*0.80) *
TOWNHOMES (36 UNITS)	72 SPACES (2 / UNIT)
(ASSUMES ALL 3 BEDROOM TOWNHOMES)	
HOTEL (150 KEYS)	126 SPACES (1.05 / UNIT*0.80)

PROPOSED PARKING:	5,739 SPACES (TOTAL)
REMAINING SURFACE PARKING	2,494 SPACES
EXISTING PARKING DECK	1,175 SPACES
OFFICE PARKING DECK	480 SPACES
MULTIFAMILY PARKING DECKS	1,200 SPACES
TOWNHOMES	120 SPACES
SURFACE PARKING	170 SPACES
ON STREET PARKING	100 SPACES

OPEN SPACE REQUIREMENTS

CIVIL SPACE:	11.10 ACRES (13.2% SITE AREA)
AMENITY SPACE:	4.18 ACRES (5% SITE AREA)

PROPOSED OPEN SPACE

CIVIC SPACE:	11.40 ACRES (496,500 SF)
SQUARE	1.20 ACRES (52,225 SF)
PLAZA	5.52 ACRES (240,360 SF)
POCKET PARKS	1.76 ACRES (76,815 SF)
PARK	2.49 ACRES (108,250 SF)
MULTI-USE TRAIL / BIKE LANES	0.43 ACRES (18,850 SF)

AMENITY SPACE:	6.98 ACRES (304,140 SF)
OUTDOOR DINING	0.33 ACRES (14,240 SF)
PATIOS AND PORCHES	0.24 ACRES (10,650 SF)
YARDS AND LAWNS	1.38 ACRES (60,300 SF)
ENHANCE HARDSCAPE	3.51 ACRES (153,050 SF)
BALCONIES	0.16 ACRES (6,800 SF)
POOL AREA	0.91 ACRES (39,500 SF)
SPORTS COURTS	0.45 ACRES (19,800 SF)

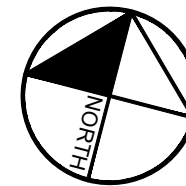
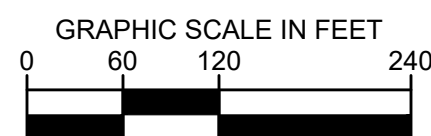
SITE PLAN NOTE:

THE BUILDING FOOTPRINTS, DRIVEWAY LOCATIONS, OPEN SPACE LOCATIONS, SIDEWALK DESIGNS AND LOCATIONS, AND PARKING LOCATIONS ON THIS SITE PLAN ARE FOR ILLUSTRATIVE PURPOSES. THEIR SHAPES, LOCATIONS, AND AMOUNTS MAY VARY AS ALLOWED FOR BY THE SITE DATA TABLE, MU REGULATIONS, AND THE NORTH POINT OVERLAY.

VARIANCES:

Note: An asterisk (*) in the notes above denotes a variance is required

- BUILDING HEIGHT VARIANCE (UDC SEC 2.10.3.D).
- ENCROACHMENT INTO THE GA 400 120' BUFFER FOR THE MARTA BRT R/W ACQUISITION AND THE MULTI-USE TRAIL.
- CONDITIONAL USE TO INCREASE MULTIFAMILY RESIDENTIAL DENSITY FROM 8 UNIT/ACRE TO 10.8 UNITS/ACRE (UDC SEC 2.10.2.B.3.C).



Transportation Analysis

Project Eco

DRI #3469

City of Alpharetta, Georgia

May 2022

Prepared for:

Trademark Property Company

Prepared by:

Kimley-Horn and Associates, Inc.
11720 Amber Park Drive, Suite 600
Alpharetta, Georgia 30009
014555001

Transportation Analysis

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Kimley»Horn



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Available Upon Request

Raw Traffic Count Data
Synchro Capacity Analyses

EXECUTIVE SUMMARY

This report presents the analysis of the anticipated traffic impacts of the proposed *Project Eco* development located in the City of Alpharetta, Georgia. The approximate 83.67-acre site is located on the site of North Point Mall, bounded by SR 400 on the north, Haynes Bridge Road on the east, North Point Parkway on the south, and Encore Parkway on the west. The site currently consists of North Point Mall and its associated surface parking, which will be redeveloped. Approximately 512,000 SF of existing mall space will be demolished (235,000 SF occupied, 277,000 SF vacant).

The proposed development will consist of the following land uses and densities contained in **Table 1**. The project is expected to be completed by 2030 (approximately 8 years).

Table 1: Proposed Land Use and Density	
Land Use	Proposed
Townhomes	36 units
Multifamily Residential	900 units
Hotel	150 rooms
Office	120,000 SF
Retail	244,560 SF
Restaurant	71,140 SF

The DRI analysis includes an estimation of the overall vehicle trips projected to be generated by the development, also known as gross trips. Mixed-use and alternative transportation mode reductions to gross trips are also included in the trip generation, as outlined in the Georgia Regional Transportation Authority (GRTA) Letter of Understanding (dated April 12, 2022).

It should be noted that the proposed *Project Eco* development is projected to generate approximately 9,960 net daily trips. The vacant 277,000 SF of retail space within North Point Mall would be expected to generate 10,456 net daily trips, if reoccupied. **The proposed *Project Eco* development is expected to generate approximately 5% less traffic than the expected trip generation of the fully occupied mall.** This is primarily due to the mixed-use nature of the proposed *Project Eco* development, where residents and office workers will stay on site to utilize the retail and restaurant space.

Capacity analyses were performed for the study intersections under the Existing 2022 conditions, the Projected 2030 No-Build conditions, and the Projected 2030 Build conditions.

- Existing 2022 conditions represent traffic volumes that were collected in April 2022 and calibrated compared to traffic volumes along North Point Parkway associated with PI#0017814, approved through the GDOT PDP process. (Note: Traffic Count methodology was outlined in a memo approved by GRTA in April 2022).
- Projected 2030 No-Build conditions represent the Existing 2022 traffic volumes grown for eight (8) additional years at 1.0% per year throughout the study network. Additionally, the programmed City of Alpharetta project to conduct a road diet along North Point Parkway (reducing from three travel lanes in each direction to two travel lanes in each direction) was included.
- Projected 2030 Build conditions represent the Projected 2030 No-Build conditions plus the addition of the project trips that are anticipated to be generated by the *Project Eco* development.

All seven (7) intersection currently operate and are projected to operate at an acceptable overall LOS under Existing 2022, Projected 2030 No-Build, and Projected 2030 Build conditions.

The intersections of Haynes Bridge Road at North Point Drive (Intersection 2), and Haynes Bridge Road at North Point Parkway (Intersection 3) contain approaches which currently operate at LOS F under the Existing 2022 conditions. It should be noted that per GRTA's DRI guidelines, an improvement should be considered if an approach operates at a failing LOS, even if the overall intersection operates acceptably.

The intersection of Haynes Bridge Road at North Point Drive (Intersection 2) is projected to operate at an acceptable overall intersection LOS; however the eastbound and westbound approaches of North Point Drive are projected to operate at LOS F under the Existing 2022 and Projected 2030 No-Build Conditions. Due to the increase in volume on the eastbound left-turn movement during the AM and PM peak hours under Projected 2030 Build conditions, the split time for the left-turn phase was increased to accommodate for the additional demand, per the GRTA DRI review procedures. As a result, the eastbound approach operates at an acceptable LOS under the Projected 2030 Build conditions. Although the westbound approach operates at an unacceptable LOS, no feasible improvements exist, as the failing LOS is a result of existing signal timing (long cycle length). Haynes Bridge Road is a major arterial commuter corridor. The intersection operates at an acceptable overall LOS, and existing signal timings and cycle lengths prioritize vehicular progression on the mainline (Haynes Bridge Road) at the expense of sidestreet operations. Since a change in the signal timing would improve the eastbound approach to an acceptable LOS, no physical improvements are recommended.

The intersection of Haynes Bridge Road at North Point Parkway (Intersection 3) is projected to operate at an acceptable overall intersection LOS; however the eastbound and westbound approaches of North Point Parkway are projected to operate at LOS F under the Existing 2022 and Projected 2030 No-Build Conditions. Since the City of Alpharetta has a programmed road diet along North Point Parkway, which reduces the number of through lanes from three (3) through lanes to two (2) through lanes, no physical improvements are recommended to increase the capacity on these approaches. The goal of the road diet/streetscape project is to provide infrastructure for road users other than cars. In lieu of physical improvements, the City of Alpharetta should consider modifying the signal timing at the intersection to provide additional split time for North Point Parkway. The additional split time could improve the eastbound and westbound approaches of North Point Parkway to an acceptable LOS, without decreasing the overall intersection LOS.

No physical system or site access improvements are required to serve traffic with the proposed *Project Eco DRI #3469*. The roadway network in the area was built to accommodate traffic associated with a fully occupied mall. Since the mall is partially vacant, there is available capacity in the roadway network to accommodate the new trips associated with the development.

Impacted Queue Lengths Exceeding Storage

Intersection	Movement	Storage Length	Projected Build Queue Length (AM / PM)	Recommendation
1. Haynes Bridge Road at SR 400 NB Ramps	NBR*	250	89 / 462 (50 th) 108 / 599 (95 th)	<i>No-Build (System Improvement):</i> Consider extending NBR lane storage through the intersection with Rock Mill Road.

* Exceeds available storage in Existing 2021 conditions

Other movements where the projected queueing exceeds the available storage are not impacted by the proposed development traffic.

1.0 PROJECT DESCRIPTION

1.1 Introduction

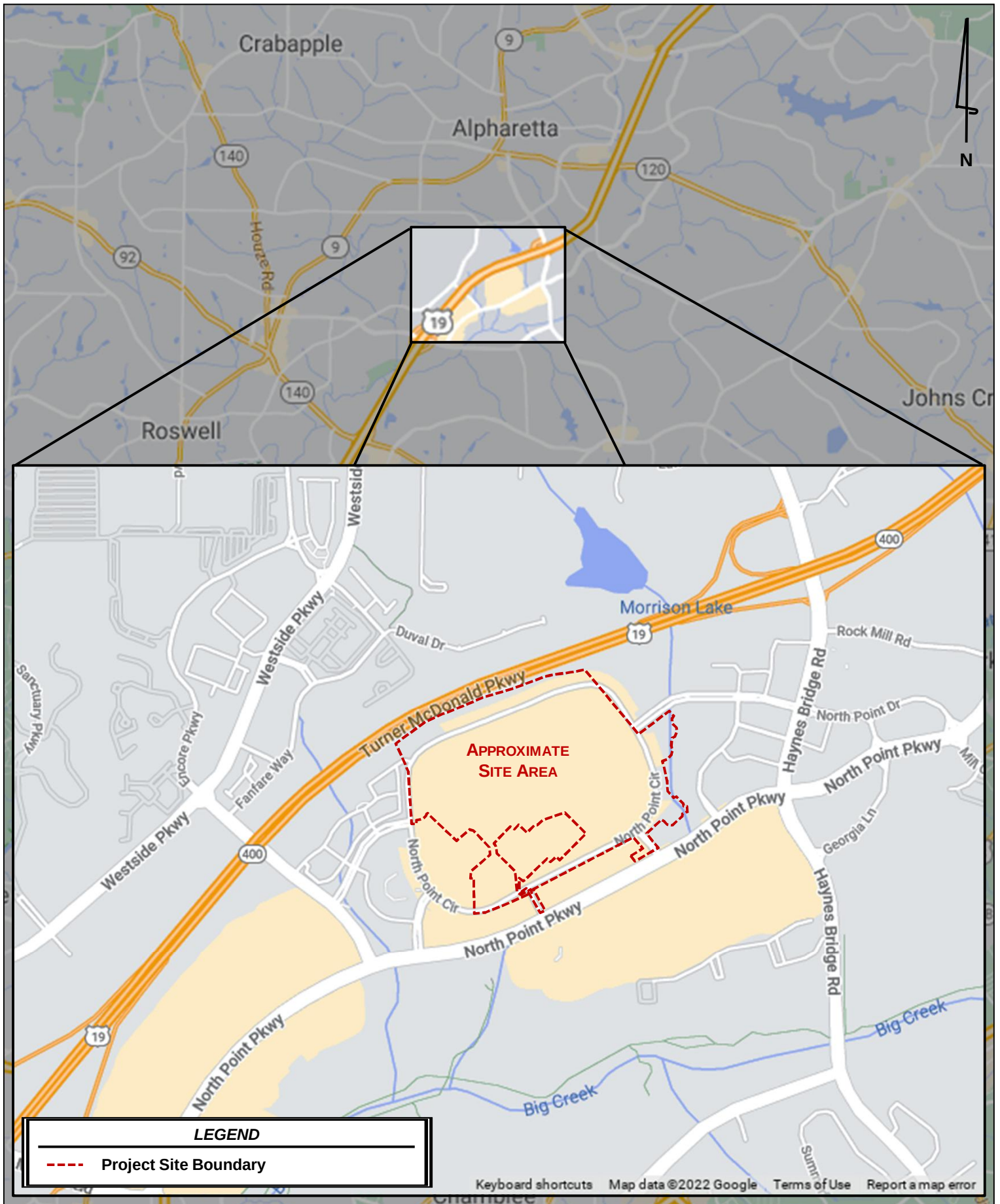
This report presents the analysis of the anticipated traffic impacts of the proposed *Project Eco* development located in the City of Alpharetta, Georgia. The approximate 83.67-acre site is located on the site of North Point Mall; bounded by SR 400 on the north, Haynes Bridge Road on the east, North Point Parkway on the south, and Encore Parkway on the west. The project site is currently zoned PSC (planned shopping center) and MU (mixed-use). The site is proposed to be rezoned entirely to MU (Mixed-Use), and the rezoning application was filed on March 1, 2022. **Figure 1** provides a location map of the project site. **Figure 2** provides an aerial view of the project site and surrounding area.

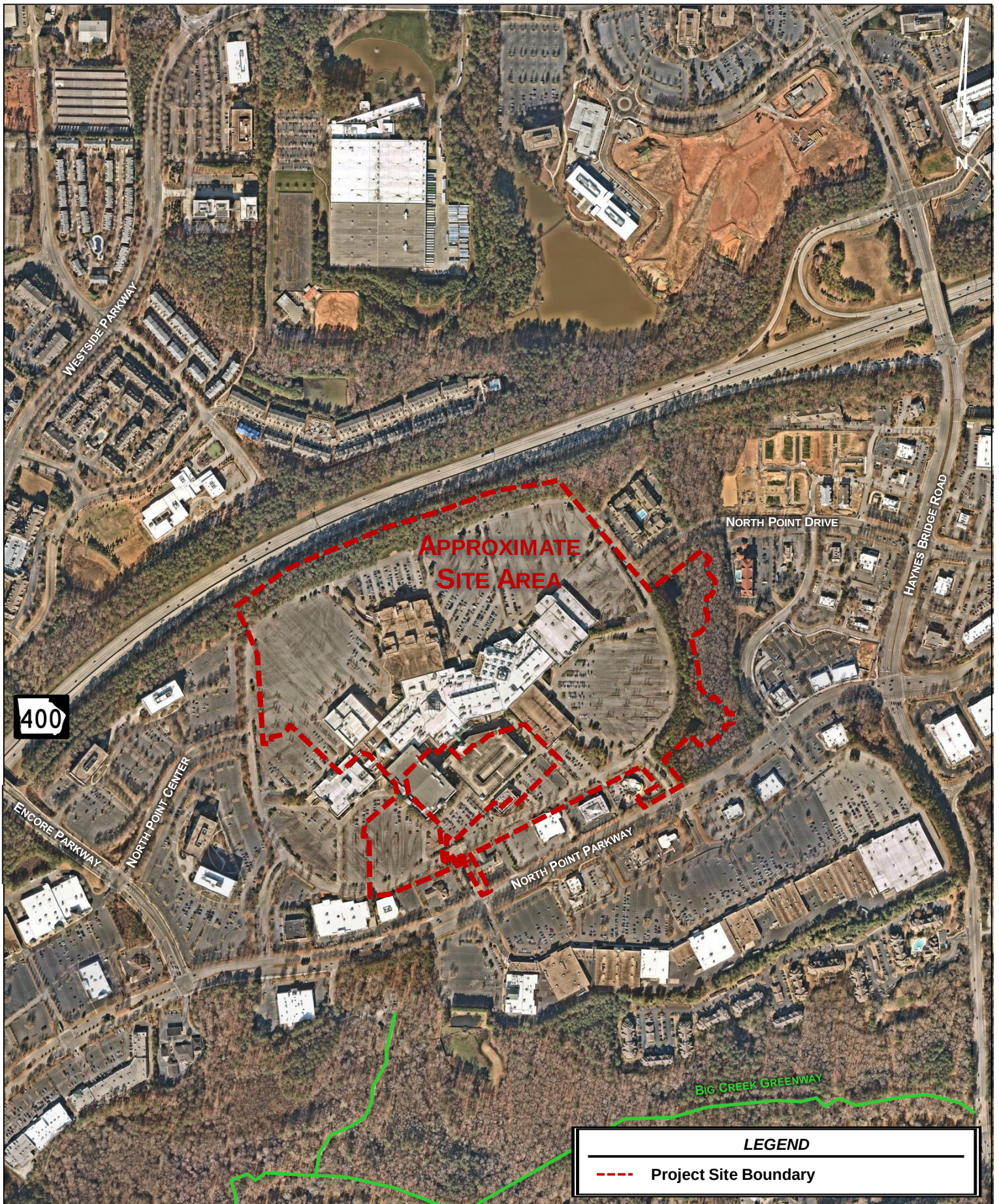
The site currently consists of North Point Mall and its associated surface parking, which will be redeveloped. Approximately 512,000 SF of existing mall space will be demolished (235,000 SF occupied, 277,000 SF vacant) and be redeveloped with a mix of land uses. As discussed in **Section 3.0**, the **proposed *Project Eco* development is projected to generate fewer net new trips than reoccupying the vacant retail space**. The proposed development will consist of the following land uses and densities contained in **Table 2**. The project is expected to be completed by 2030 (approximately 8 years).

Table 2: Proposed Land Use and Density	
Land Use	Proposed
Townhomes	36 units
Multifamily Residential	900 units
Hotel	150 rooms
Office	120,000 SF
Retail	244,560 SF
Restaurant	71,140 SF

A reference of the proposed site plan is provided in **Appendix A**. A full-sized site plan consistent with GRTA's Site Plan Guidelines is also being submitted as part of the review package.

The project is considered a Development of Regional Impact (DRI) and is subject to Georgia Regional Transportation Authority (GRTA) and Atlanta Regional Commission (ARC) review due to the project size exceeding 600,000 SF of new mixed-use development in a *Regional Center* area per the Atlanta Region's Plan *Unified Growth Policy Map*. The DRI was formally triggered with the filing of the Initial DRI Information (Form 1) on September 17, 2021 by the City of Alpharetta. The rezoning application was filed with the City of Alpharetta on March 1, 2022. This transportation analysis includes all inputs and methodologies discussed at the DRI Methodology Meeting with GRTA, ARC, and other stakeholders. The inputs and methodologies are outlined in the GRTA Letter of Understanding (LOU).





1.2 Site Access

As currently envisioned, the proposed development will be accessible via the existing mall access points. Three (3) total access points will be utilized:

1. **North Point Drive** – an existing, signalized, full-movement driveway located along Haynes Bridge Road approximately 1,050 feet south of SR 400. The site is located approximately 1,650 west of Haynes Bridge Road. (Intersection 2).
2. **North Point Mall Access (north)** – an existing, signalized, full-movement driveway located along North Point Parkway approximately 1,350 feet west of Haynes Bridge Road. The site is located approximately 350 feet north of North Point Parkway. (Intersection 4).
3. **North Point Center** – an existing, signalized, full-movement driveway located along Encore Parkway approximately 700 feet north of North Point Parkway. The site is located approximately 3,000 east of Encore Parkway. (Intersection 6).

The mall is served by two other existing driveways (one signalized, one unsignalized) along North Point Parkway. These driveways are not likely to be utilized by the *Project Eco* development based on their proximity to site.

1.3 Internal Circulation Analysis

Internal roadways throughout the site provide vehicular access to all buildings and parking on the site. See referenced site plan in **Appendix A** for a visual representation of vehicular access and circulation throughout the proposed development. Pedestrian facilities will be provided along all internal streets between the various land uses.

1.4 Parking

Parking will be provided on-site in individual enclosed parking for the townhomes, and multiple new parking decks attached to the office and residential buildings.

The current number of total site parking spaces required by code is listed below in **Table 3**.

Table 3: Proposed Parking		
Land Use	Minimum (20% reduction allowed in North Point Overlay District)	Maximum
Office	576 1 per 250 SF	N/A
Restaurant	570 1 per 100 SF	N/A
Retail	783 1 per 250 SF	N/A
Hotel	126 1 per room, plus 1 per 20 rooms	N/A
Multi-family Residential	1,116 1.15 per unit	N/A
Townhomes/Cottages	72 1 per bedroom	N/A
Remaining Mall Area	1,831 1 per 285 SF	N/A
Total	5,074 spaces	N/A

A total of 6,188 parking spaces are proposed for the site, located in a combination of existing surface lots (3,123 spaces), an existing parking deck (1,175 spaces), proposed parking decks (1,200 spaces), surface parking (170 spaces), townhome restricted spaces (120 spaces), and on-street parking (100 spaces). The site development is currently in progress and the number of parking provided is subject to change.

Per code, the required number of parking spaces may be reduced by 25% if shared parking is utilized. See site plan (last page) for parking details. Parking numbers are subject to change during site design.

In addition to standard vehicle parking, the proposed development will include a minimum of 1 bicycle space per 2 residential units and 1 bicycle space per 25 vehicle spaces for all other uses, dedicated parking for alternative charging vehicles, and dedicated loading/unloading spaces. Alternative parking will be designed in accordance with City of Alpharetta standards and will be coordinated with the City during the permitting process. Other alternative parking options will be considered as design advances.

1.5 *Alternative Transportation Facilities*

Pedestrian sidewalk facilities are currently provided along all site frontages. Pedestrian sidewalk facilities are provided along one side of North Point Drive and each North Point Mall Access. No pedestrian facilities are provided along North Point Center between Encore Parkway and the mall.

The AlphaLoop trail is programmed to be extended from the Big Creek Greenway across SR 400 along Encore Parkway. The AlphaLoop is a multi-use trail system that will provide access to the Avalon and Downtown Alpharetta. Additionally, the Big Creek Greenway is a 12-foot multi-use path which runs parallel to North Point Parkway between Mansell Road and Windward Parkway. An access to the Big Creek Greenway is provided along North Point Parkway, approximately 1,100 feet north of Encore Parkway and 1,850 feet south of the North Point Mall Access (north).

The use of alternative transportation modes will be incentivized through dedicated parking for bicycles, vanpool, carpool, and car share. Also, showers and changing facilities will be provided with the office use for employees who walk or bike to work.

The project site is served by MARTA bus stops along the Haynes Bridge Road and North Point Mall frontage that are currently served by routes 140 and 141 seven days a week. The routes provide local service to the North Springs MARTA rail station and other local destinations nearby. The bus stop experienced an average of 146 boardings/155 alightings daily during pre-pandemic conditions in Fall 2019. The bus stop is projected to increase ridership by approximately 400 boardings/400 alightings daily (assumed 50% of daily alternative mode reduction).

Additionally, several projects are currently planned which will enhance the Alternative Transportation Facilities in the area. The City of Alpharetta has a programmed road diet ([FN-179](#), [GDOT PI#0017814](#)) along North Point Parkway which will remove a vehicular travel lane in each direction to provide 12-foot multi-use paths and bus pull-outs. The project is planned for design in 2023 and construction in 2025. With the construction of the proposed SR 400 Express Lanes project, a MARTA BRT station ([AR-470](#)) is planned for North Point Mall. The BRT station is planned to be located in the median of SR 400, and a pedestrian bridge will be constructed to provide access to the station from the mall property.

1.6 *Enhanced Focus Area for Dense Urban Environments*

Per Section 3.2.4.2 of the GRTA *Development of Regional Impact Review Procedures* the Project Eco development does not qualify for a “Dense Urban Environment Enhanced Focus Area” review, due to its location within the City of Alpharetta and North Fulton CID.

2.0 TRAFFIC ANALYSES, METHODOLOGY AND ASSUMPTIONS

2.1 Study Network Determination

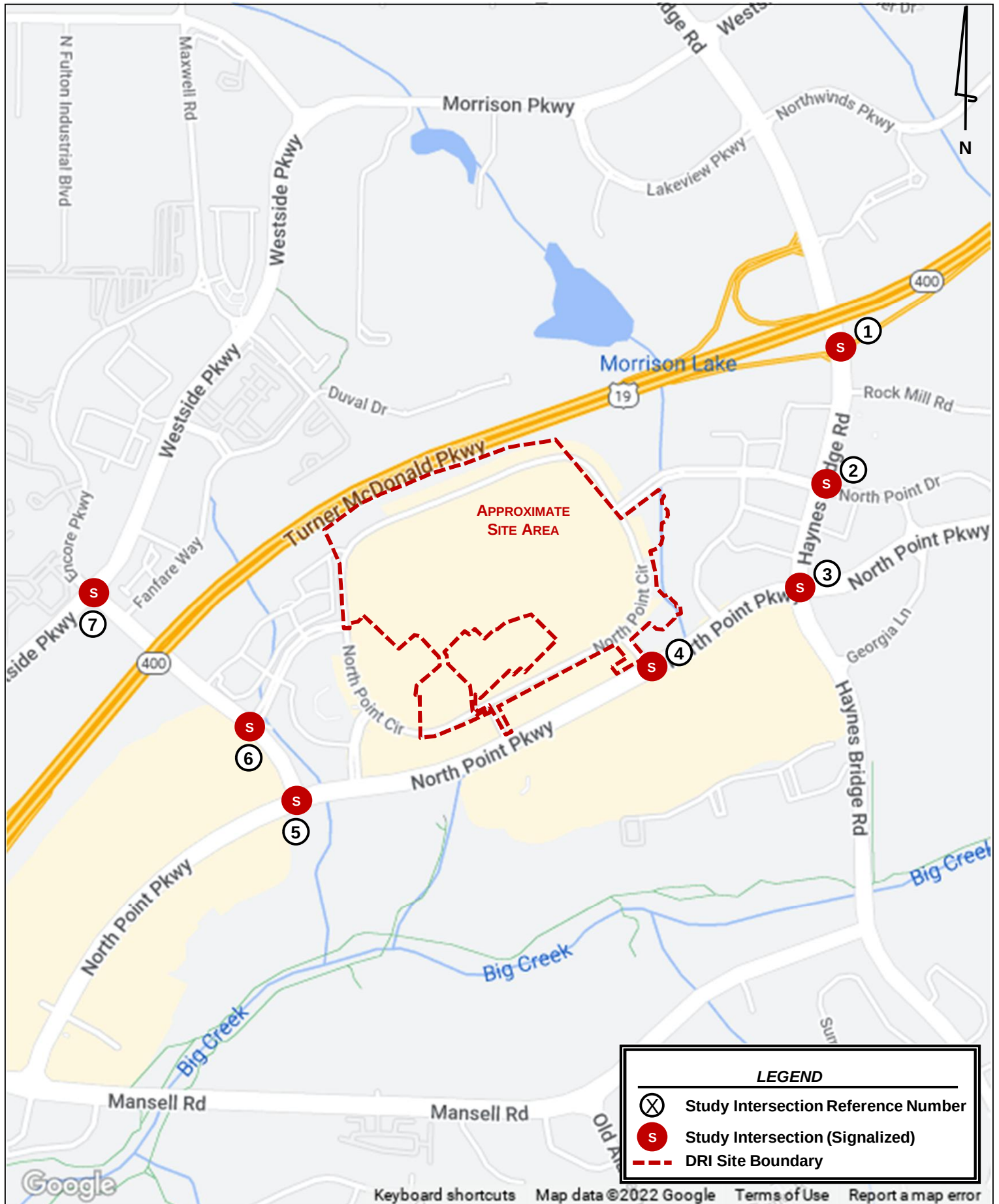
The study area was determined at the methodology meeting with input from GRTA, ARC, and other local agency stakeholders. The study includes the following seven (7) off-site intersections plus existing site driveways described in **Table 4** and is shown visually in **Figure 3**.

Table 4: Intersection Control Summary		
Intersection	Jurisdiction	Control
1. Haynes Bridge Road at SR 400 NB Ramps	Alpharetta/GDOT	Signal
2. Haynes Bridge Road at North Point Drive	Alpharetta	Signal
3. Haynes Bridge Road at North Point Parkway	Alpharetta	Signal
4. North Point Parkway at North Point Mall Access (north)	Alpharetta	Signal
5. North Point Parkway at Encore Parkway	Alpharetta	Signal
6. Encore Parkway at North Point Center	Alpharetta	Signal
7. Westside Parkway at Encore Parkway	Alpharetta	Signal

2.2 Existing Roadway Facilities

Roadway classification descriptions and estimated Annual Average Daily Traffic (AADT) for roadway segments within the study network are provided in **Table 5** (bolded roadways are adjacent to the site).

Table 5: Roadway Classifications			
Roadway	Lanes	AADT	GDOT Functional Classification
Haynes Bridge Road (between North Point Parkway and SR 400)	6	21,200	Minor Arterial
North Point Parkway	6	N/A	Major Collector
Encore Parkway	2	N/A	Local Road
North Point Drive	4	N/A	Local Road
North Point Center	4	N/A	Local Road
SR 400	8	157,000	Principal Arterial - Expressway



2.3 Traffic Data Collection and Calibration

New traffic counts were collected at the study intersections on Wednesday, April 13, 2022. The newly collected counts were then compared to approved traffic volumes from GDOT PI#0017814 to determine the potential impacts of COVID-19 to typical traffic volumes and patterns.

The peak hour adjustment factors were determined by comparing the AM and PM peak volumes at a newly collected average daily traffic (ADT) count to the AM and PM peak ADT volumes previously collected at GDOT count stations in the same location. The collected April 2022 traffic count data was within 1% of the approved GDOT PI#0017814 traffic volumes. No adjustment factors were required to adjust AM and PM peak hour traffic volumes.

The methodologies used in this analysis for traffic count calibration were approved by GRTA and ARC.

Traffic count peak hours for all the study intersections are shown in **Table 6**.

Table 6: Traffic Count Summary				
Intersection		Count Date	AM Peak Hour	PM Peak Hour
1.	Haynes Bridge Road at SR 400 NB Ramps	4/2022	8:00 – 9:00 AM	4:45 – 5:45 PM
2.	Haynes Bridge Road at North Point Drive	4/2022	7:30 – 8:30 AM	5:00 – 6:00 PM
3.	Haynes Bridge Road at North Point Parkway	4/2022	7:30 – 8:30 AM	5:00 – 6:00 PM
4.	North Point Parkway at North Point Mall Access (north)	4/2022	7:45 – 8:45 AM	4:15 – 5:15 PM
5.	North Point Parkway at Encore Parkway	4/2022	7:30 – 8:30 AM	4:45 – 5:45 PM
6.	Encore Parkway at North Point Center	4/2022	7:30 – 8:30 AM	5:00 – 6:00 PM
7.	Westside Parkway at Encore Parkway	4/2022	8:00 – 9:00 AM	5:00 – 6:00 PM

The collected peak hour turning movement traffic counts are available upon request.

2.4 Background Growth

Background traffic is defined as expected traffic on the roadway network in future year(s) absent the construction and opening of the proposed *Project Eco* development. Background traffic can include a base growth rate based on historical count data and population growth data as well as trips anticipated from nearby or adjacent other projects.

Based on methodology outlined in the GRTA Letter of Understanding (LOU), a 1.0% per year background traffic growth rate from 2022 to 2030 (8 years) was used for all roadways. The Projected 2030 No-Build conditions represent the Existing 2022 traffic volumes grown for eight (8) years at 1.0% per year throughout the study network.

The Projected 2030 Build conditions represent the project trips generated by the *Project Eco* development (discussed in Section 3.0 and 4.0) added to the Projected 2030 No-Build Conditions.

2.5 Programmed and Planned Projects

Programmed and planned projects near the project site were researched to account for any improvements or modifications within the study network before or by the build-out year of the development. The programmed and planned projects were discussed in the methodology meeting with GRTA, ARC, and other local stakeholders.

One project was identified (noted below in italics) to include in the capacity analyses. The City of Alpharetta has a programmed project to conduct a road diet along North Point Parkway, reducing the number of travel lanes from three (3) lanes in each direction to two (2) lanes in each direction to provide a 12-foot multi-use path and bus facilities. The remaining projects shown in **Table 7** and **Table 8** are programmed or planned to occur near the development beyond the build-out year of the proposed development or are not anticipated to affect the study network.

Table 7: Programmed Projects							
Project Name	From / To Points:	Sponsor	GDOT PI #	ARC ID # (TIP)	Design FY	ROW / UTL FY	CST FY
Alpha Loop	Lakeview Parkway to North Point Parkway	City of Alpharetta	N/A	N/A	Ongoing	Ongoing	Ongoing
Trailhead Park	North Point Parkway at Encore Parkway	City of Alpharetta	N/A	N/A	Ongoing	Ongoing	Ongoing
<i>North Point Parkway Streetscape</i>	<i>Mansell Road to Haynes Bridge Road</i>	<i>City of Alpharetta</i>	0017814	FN-179	2021	2023	2025
SR 400 Express Lanes	North Springs MARTA to Mcfarland Parkway	GDOT	0001757	AR-ML-300	2005	2019	2021

*Project information was obtained from GeoPI (GDOT) and the Atlanta Region's Plan (ARC)

Table 8: Planned Projects					
Project Name	From / To Points:	Potential Sponsor	Project ID #	Project Timeline	Planning Document
GA 400 High Capacity Premium Transit	North Springs MARTA to Woodward Parkway	MARTA	AR-470	2050	ARC Fact Sheet

Available fact sheets for projects listed in the tables above can be found in **Appendix D**.

2.6 Level-of-Service Overview

Level-of-service (LOS) is used to describe the operating characteristics of a road segment or intersection in relation to its capacity. LOS is defined as a qualitative measure that describes operational conditions and motorists' perceptions within a traffic stream. The *Highway Capacity Manual* defines six levels-of-service, LOS A through LOS F, with A being the best and F being the worst. LOS analyses were conducted at all intersections within the study network using *Synchro 11*. Existing traffic signal phasing and timing data were retrieved for available intersections.

LOS for signalized intersections are reported for the intersection as a whole. One or more movements at an intersection may experience a low LOS, while the intersection as a whole may operate acceptably.

2.7 Level-of-Service Standards

For the purposes of this traffic analysis, a LOS standard of E was assumed for all study intersections, due to their location within a *Regional Center* area per the ARC Unified Growth Policy Map, per section 3.2.2.1 of the *GRTA Development of Regional Impact Review Procedures*.

3.0 TRIP GENERATION

Gross trips associated with the proposed development were estimated using the *Institute of Transportation Engineers' (ITE) Trip Generation Manual, 10th Edition, 2017*, using equations where available. Reductions to gross trips are also considered in the analysis, including mixed-use reductions and alternative transportation mode reductions.

Mixed-use reductions occur when a site has a combination of different land uses that interact with one another. For example, people living in a residential development may walk to the restaurants and retail instead of driving off-site or to the site. This reduces the number of vehicle trips that will be made on the roadway, thus reducing traffic congestion.

Alternative modes reductions are taken when a site can be accessed by modes other than vehicles (walking, bicycling, transit, etc.). Alternative mode reductions were taken at 10% per the LOU.

Pass-by reductions are taken for a site when traffic normally traveling along a roadway may choose to visit a retail or restaurant establishment that is along the vehicle's path. These trips were already on the road and would therefore only be new trips on the driveways.

Table 9 summarizes the gross trip generation, reductions, net trip generation, and driveway volumes for the proposed *Project Eco* development.

Table 9: Trip Generation								
Land Use	Density	Daily Traffic			AM Peak Hour		PM Peak Hour	
		Total	Enter	Exit	Enter	Exit	Enter	Exit
220 – Multi-Family Housing (Low-Rise)	36 units	232	116	116	4	14	15	9
221 – Multi-Family Housing (Mid-Rise)	900 units	4,904	2,452	2,452	77	218	223	142
310 – Hotel	150 rooms	1,266	633	633	41	29	44	42
710 – General Office Building*	120,000 sf	1,266	633	633	120	19	22	113
820 – Shopping Center	244,560 sf	9,232	4,616	4,616	143	87	447	485
932 – High-Turnover (Sit-Down) Restaurant	71,140 sf	7,980	3,990	3,990	389	318	431	264
Gross Project Trips		24,880	12,440	12,440	774	685	1,182	1,055
<i>Demolition of 235,000 SF of occupied Retail</i>		-8,872	-4,436	-4,436	-137	-84	-430	-465
<i>Mixed-Use Reductions</i>		-2,164	-1,082	-1,082	-140	-140	-289	-289
<i>Alternative Mode Reductions</i>		-1,386	-693	-693	-50	-46	-47	-31
<i>Pass-By Reductions</i>		-2,498	-1,249	-1,249	-0	-0	-63	-63
Net New Trips		9,960	4,980	4,980	447	415	353	207

NOTE: If the 277,000 SF of vacant retail space in North Point Mall was occupied, approximately 10,456 net daily trips would be generated. The site is proposed to generate less traffic than the re-occupation of the retail space. **The proposed *Project Eco* development is expected to generate 5% less net traffic than the expected trip generation of the fully occupied mall.** This is primarily due to the mixed-use nature of the proposed *Project Eco* development, where residents and office workers will stay on site to utilize the retail and restaurant space. A more detailed trip generation analysis summary table is provided in **Appendix B**.

4.0 TRIP DISTRIBUTION AND ASSIGNMENT

The distribution of new project trips was based on the project land uses, a review of land use densities and road facilities in the area, engineering judgement, and methodology discussions with GRTA, ARC, and other local stakeholders.

The anticipated distribution and assignment of the trips throughout the study roadway network is shown for residential land uses in **Figure 4** and for non-residential uses in **Figure 5**. The peak hour project trips are shown by turning movement throughout the study network in **Figure 6**.

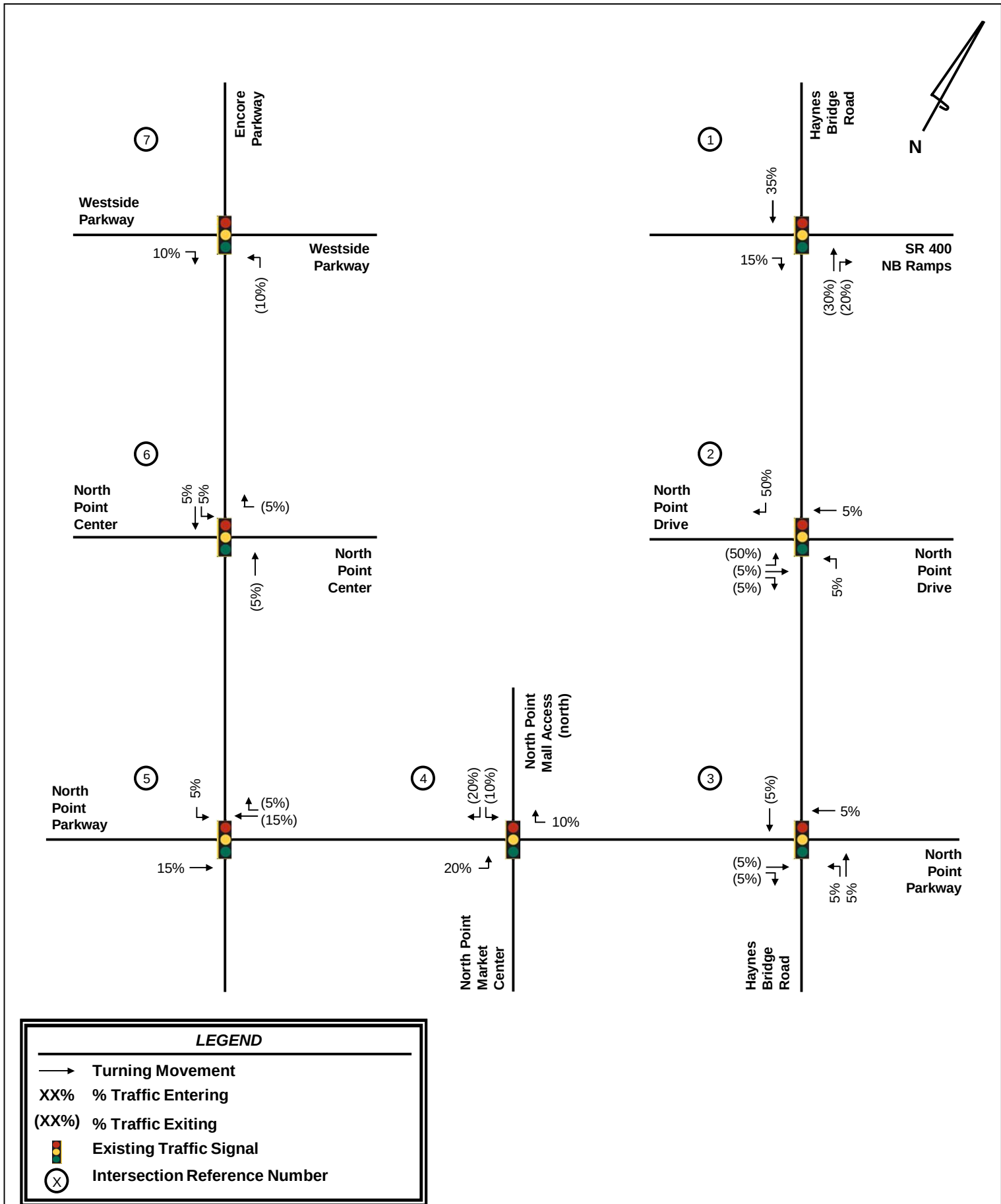
Detailed intersection volume worksheets are provided in **Appendix C**.

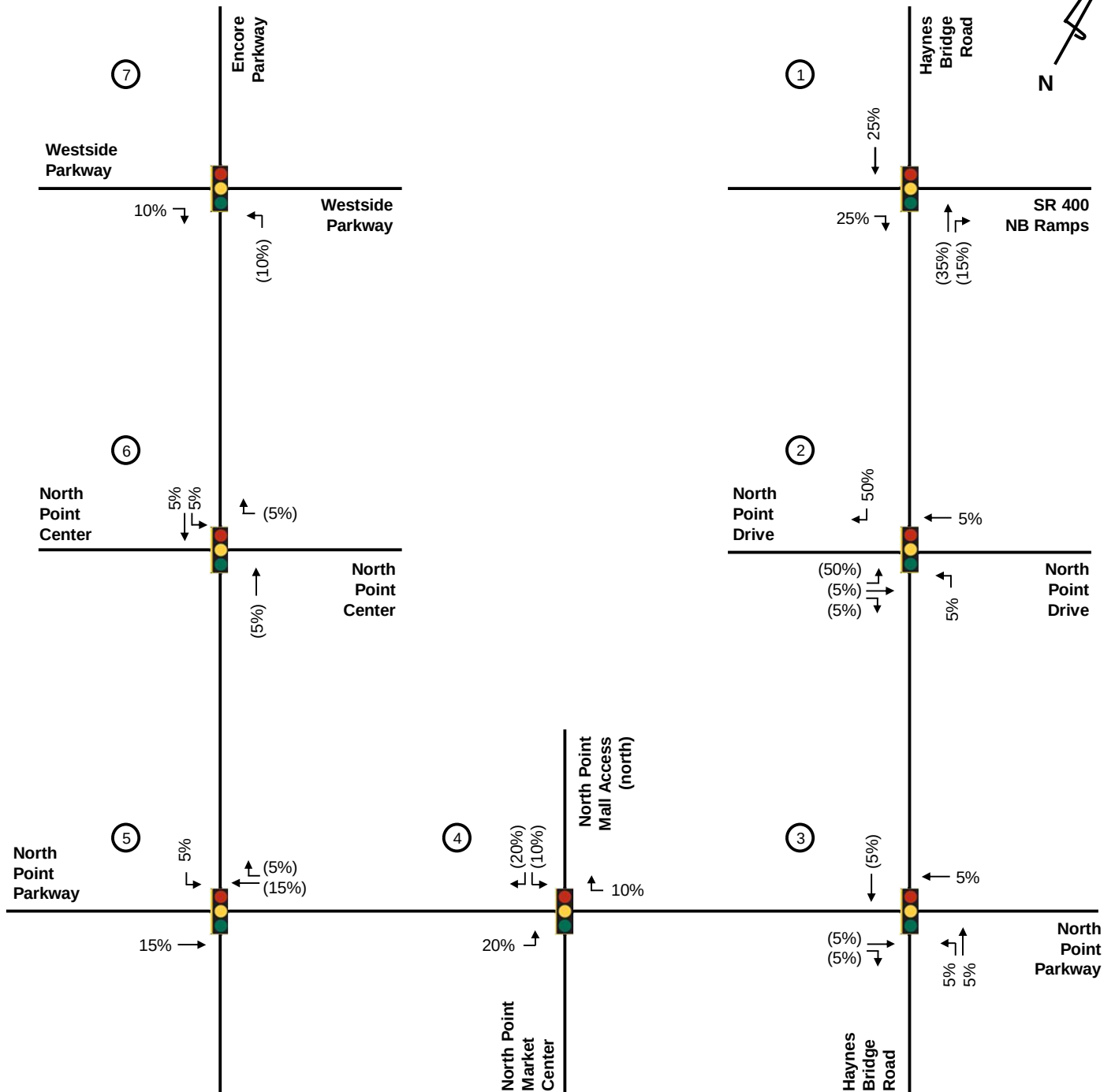
5.0 TRAFFIC ANALYSIS

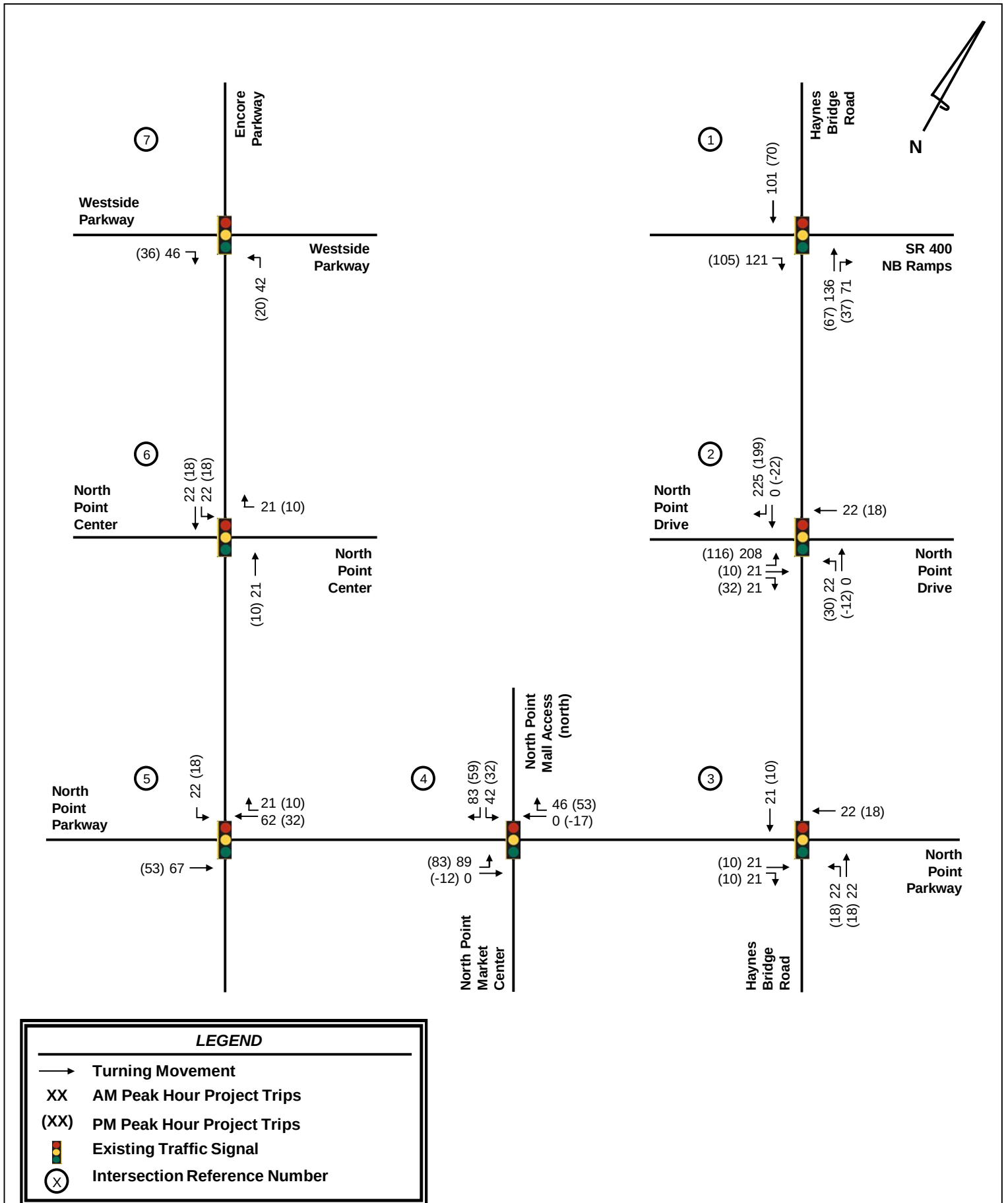
Capacity analyses were performed using *Synchro 11* for the AM and PM peak hours under Existing 2022 conditions, Projected 2030 No-Build conditions, and Projected 2030 Build conditions. The capacity analyses were performed using methodologies from the *Highway Capacity Manual (HCM)*, 6th Edition.

These analyses included existing roadway laneage and signal timing data for each of the scenarios. The traffic volumes and roadway laneage used for each scenario are shown visually in **Figure 7** for Existing 2022 conditions, **Figure 8** for Projected 2030 No-Build conditions, and **Figure 9** for Projected 2030 Build conditions.

Sections 5.1 – 5.7 provide the results of the capacity analyses are presented for each intersection and include projected LOS, delay, and queue lengths.







5.1 Haynes Bridge Road at SR 400 NB Ramps (Intersection 1)

Overall LOS Standard: E
Approach LOS Standard: E

Overall LOS Standard: E Approach LOS Standard: E			Haynes Bridge Road			Haynes Bridge Road			SR 400 NB Ramps					
			Northbound			Southbound			Eastbound			Westbound		
			L	T	R	L	T	R	L	T	R	L	T	R
EXISTING (SIGNAL)	AM	Overall LOS	D (40.6)											
		Approach LOS	D (40.5)			C (24.2)			E (59.3)					
		Storage			250	300					525			
		50th Queue		88	14	166	139		377		24			
		95th Queue		237	224	244	201		454		57			
	PM	Overall LOS	D (51.1)											
		Approach LOS	E (62.2)			C (30.6)			E (70.8)					
		Storage			250	300					525			
		50th Queue		381	309	484	221		417		122			
		95th Queue		446	495	578	250		560		182			
NO-BUILD (SIGNAL)	AM	Overall LOS	D (42.3)											
		Approach LOS	D (43.2)			C (25.6)			E (59.7)					
		Storage			250	300					525			
		50th Queue		97	19	180	160		409		26			
		95th Queue		158	39	263	197		543		65			
	PM	Overall LOS	D (53.8)											
		Approach LOS	E (67.8)			C (31.5)			E (72.0)					
		Storage			250	300					525			
		50th Queue		421	399	524	238		471		161			
		95th Queue		487	592	627	266		677		226			
BUILD (SIGNAL)	AM	Overall LOS	D (42.4)											
		Approach LOS	D (45.5)			C (25.8)			E (56.6)*					
		Storage			250	300					525			
		50th Queue		253	89	180	187		406		119			
		95th Queue		255	108	273	231		531		170			
	PM	Overall LOS	D (54.4)											
		Approach LOS	E (70.2)			C (31.7)			E (69.3)*					
		Storage			250	300					525			
		50th Queue		463	462	526	266		463		251			
		95th Queue		523	599	644	296		654		655			

The intersection of Haynes Bridge Road at SR 400 NB Ramps (Intersection 1) is projected to operate at an acceptable overall LOS under the Existing 2022, Projected 2030 No-Build, and Projected 2030 Build conditions. Each approach of the intersection is projected to operate acceptably under all studied scenarios. No improvements are recommended to be conditioned.

5.2 Haynes Bridge Road at North Point Drive (Intersection 2)

Overall LOS Standard: E
Approach LOS Standard: E

Overall LOS Standard: E Approach LOS Standard: E			Haynes Bridge Road			Haynes Bridge Road			North Point Drive			North Point Drive		
			Northbound			Southbound			Eastbound			Westbound		
			L	T	R	L	T	R	L	T	R	L	T	R
EXISTING (SIGNAL)	AM	Overall LOS	B (12.5)											
		Approach LOS	A (8.7)			A (6.8)			F (81.1)			E (76.0)		
		Storage	175		125	175			450					100
		50th Queue	3	43	0	43	82	0	46	17		25	18	0
		95th Queue	7	50	0	71	108	1	76	54		56	46	3
	PM	Overall LOS	C (32.5)											
		Approach LOS	B (15.3)			C (26.4)			F (87.9)			F (91.1)		
		Storage	175		125	175			450					100
		50th Queue	14	164	0	179	154	5	136	103		73	62	0
		95th Queue	27	189	0	337	186	20	181	168		126	112	92
NO-BUILD (SIGNAL)	AM	Overall LOS	B (12.9)											
		Approach LOS	A (9.2)			A (7.1)			F (81.1)			E (76.3)		
		Storage	175		125	175			450					100
		50th Queue	3	46	0	47	91	0	50	18		27	19	0
		95th Queue	7	54	0	78	121	2	81	54		58	47	0
	PM	Overall LOS	C (34.4)											
		Approach LOS	B (17.1)			C (28.5)			F (88.5)			F (91.9)		
		Storage	175		125	175			450					100
		50th Queue	15	179	0	273	174	6	146	113		80	67	0
		95th Queue	27	204	0	406	208	21	193	179		136	119	95
BUILD (SIGNAL)	AM	Overall LOS	C (23.6)											
		Approach LOS	B (14.7)			B (11.9)			E (79.0)			E (77.3)		
		Storage	175		125	175			450					100
		50th Queue	6	47	0	71	133	15	168	53		24	44	0
		95th Queue	14	55	0	108	164	31	219	105		52	87	15
	PM	Overall LOS	D (43.0)											
		Approach LOS	C (27.1)			D (37.9)			E (76.6)			F (90.9)		
		Storage	175		125	175			450					100
		50th Queue	20	176	0	313	194	31	216	152		79	89	0
		95th Queue	28	397	0	390	224	35	278	237		135	147	94

The intersection of Haynes Bridge Road at North Point Drive (Intersection 2) is projected to operate at an acceptable LOS overall and for each approach under the Existing 2022, Projected 2030 No-Build, and Projected 2030 Build conditions. The eastbound and westbound approaches of North Point Drive are projected to operate at LOS F under Existing 2022 and Projected 2030 No-Build Conditions.

Due to the increase in volume on the eastbound left-turn movement during the AM and PM peak hours under Projected 2030 Build conditions, the split time for the left-turn phase was increased to accommodate for the additional demand, per the GRTA DRI review procedures. As a result, the eastbound approach operates at an acceptable LOS under the Projected 2030 Build conditions. Since a change in the signal timing would improve the eastbound approach to an acceptable LOS, no physical improvements are recommended.

It should be noted that per GRTA's DRI guidelines, an improvement should be considered if an approach operates at a failing LOS, even if the overall intersection operates acceptably. Although the westbound approach operates at an unacceptable LOS, no feasible improvements exist, as the failing LOS is a result of existing signal timing (long cycle length). Haynes Bridge Road is a major arterial commuter corridor. The intersection operates at an acceptable overall LOS, and existing signal timings and cycle lengths prioritize vehicular progression on the mainline (Haynes Bridge Road) at the expense of sidestreet operations.

5.3 Haynes Bridge Road at North Point Parkway (Intersection 3)

Overall LOS Standard: E
Approach LOS Standard: E

		Haynes Bridge Road			Haynes Bridge Road			North Point Parkway			North Point Parkway		
		Northbound			Southbound			Eastbound			Westbound		
		L	T	R	L	T	R	L	T	R	L	T	R
EXISTING (SIGNAL)	AM	Overall LOS	C (34.4)										
		Approach LOS	C (31.7)			B (16.1)			E (79.4)			E (78.5)	
		Storage	250			175			350		250	300	150
		50th Queue	60	128		62	120	5	12	64	0	41	75
		95th Queue	94	165		98	162	33	28	99	0	70	104
	PM	Overall LOS	D (50.7)										
		Approach LOS	D (47.0)			C (21.1)			F (80.7)			F (82.4)	
		Storage	250			175			350		250	300	150
		50th Queue	98	133		46	343	133	141	191	38	67	143
		95th Queue	142	184		77	443	265	187	241	92	107	178
NO-BUILD (SIGNAL)	AM	Overall LOS	D (35.5)										
		Approach LOS	C (32.0)			B (17.9)			E (79.6)			F (80.8)	
		Storage	250			175			350		250	300	150
		50th Queue	65	148		67	139	9	13	69	0	44	118
		95th Queue	100	193		105	388	41	30	105	0	74	164
	PM	Overall LOS	D (53.1)										
		Approach LOS	D (47.7)			C (25.4)			F (82.8)			F (82.7)	
		Storage	250			175			350		250	300	150
		50th Queue	107	158		50	396	188	154	206	49	70	222
		95th Queue	153	207		82	494	297	210	256	105	108	274
BUILD (SIGNAL)	AM	Overall LOS	D (37.3)										
		Approach LOS	C (33.1)			B (18.8)			E (79.9)			F (82.5)	
		Storage	250			175			350		250	300	150
		50th Queue	77	154		67	310	29	13	81	0	44	131
		95th Queue	114	205		105	434	71	30	118	0	74	177
	PM	Overall LOS	D (54.3)										
		Approach LOS	D (49.1)			C (26.7)			F (83.3)			F (83.2)	
		Storage	250			175			350		250	300	150
		50th Queue	119	166		50	421	199	155	212	56	70	231
		95th Queue	168	210		84	514	293	225	262	117	110	288

The intersection of Haynes Bridge Road at North Point Parkway (Intersection 3) is projected to operate at an acceptable LOS overall and for each approach under the Existing 2022, Projected 2030 No-Build, and Projected 2030 Build conditions. The eastbound and westbound approaches of North Point Parkway are projected to operate at LOS F under Existing 2022 and Projected 2030 No-Build Conditions. Since the City of Alpharetta has a programmed road diet along North Point Parkway, which reduces the number of through lanes from three (3) through lanes to two (2) through lanes, no physical improvements are recommended to increase the capacity on this approach. The goal of the road diet/streetscape project is to provide infrastructure for road users other than cars. In lieu of physical improvements to reduce delay, the City of Alpharetta should consider modifying the signal timing at the intersection to provide additional split time for North Point Parkway. The additional split time could improve the eastbound and westbound approaches of North Point Parkway to an acceptable LOS, without decreasing the overall intersection LOS.

5.4 North Point Parkway at North Point Mall Access (north) (Intersection 4)

Overall LOS Standard: E
Approach LOS Standard: E

		North Point Market Center			North Point Mall Access (north)			North Point Parkway			North Point Parkway		
		Northbound			Southbound			Eastbound			Westbound		
		L	T	R	L	T	R	L	T	R	L	T	R
EXISTING (SIGNAL)	AM	Overall LOS	A (4.9)										
		Approach LOS	E (59.5)			E (60.0)			A (3.5)			A (4.5)	
		Storage			75				300			300	
		50th Queue	5	0	0	1	0		2	0		13	0
		95th Queue	19	0	0	6	0		12	17		37	49
	PM	Overall LOS	C (22.2)										
		Approach LOS	D (53.5)			D (53.3)			A (9.4)			C (24.7)	
		Storage			75				300			300	
		50th Queue	38	9	0	43	12		14	31		67	42
		95th Queue	75	29	2	82	47		33	41		118	95
NO-BUILD (SIGNAL)	AM	Overall LOS	A (4.9)										
		Approach LOS	E (59.5)			E (60.0)			A (3.5)			A (4.6)	
		Storage			75				300			300	
		50th Queue	5	0	0	1	0		2	0		14	0
		95th Queue	19	0	0	6	0		12	28		38	81
	PM	Overall LOS	C (23.7)										
		Approach LOS	D (53.6)			D (53.6)			B (10.5)			C (26.7)	
		Storage			75				300			300	
		50th Queue	40	10	0	45	13		15	53		72	83
		95th Queue	77	30	11	83	49		35	164		126	178
BUILD (SIGNAL)	AM	Overall LOS	B (18.0)										
		Approach LOS	E (59.5)			E (60.2)			C (27.2)			A (7.0)	
		Storage			75				300			300	
		50th Queue	5	0	0	35	0		79	7		14	61
		95th Queue	18	0		65	0		133	40		38	128
	PM	Overall LOS	C (26.4)										
		Approach LOS	D (54.2)			D (54.0)			B (16.1)			C (27.5)	
		Storage			75				300			300	
		50th Queue	40	10	0	69	13		87	52		72	133
		95th Queue	76	29	11	115	67		182	159		129	192

The intersection of North Point Parkway at North Point Mall Access (north) (Intersection 4) is projected to operate at an acceptable overall LOS under the Existing 2022, Projected 2030 No-Build, and Projected 2030 Build conditions. Each approach of the intersection is projected to operate acceptably under all studied scenarios. No improvements are recommended to be conditioned.

Note: The Projected 2030 No-Build and Projected 2030 Build conditions include the implementation of the programmed City of Alpharetta road diet and streetscape project, which reduces North Point Parkway from three (3) travel lanes in each direction to two (2) travel lanes in each direction to provide a multi-use path.

5.5 North Point Parkway at Encore Parkway (Intersection 5)

Overall LOS Standard: E
Approach LOS Standard: E

		Encore Parkway			Encore Parkway			North Point Parkway			North Point Parkway		
		Northbound			Southbound			Eastbound			Westbound		
		L	T	R	L	T	R	L	T	R	L	T	R
EXISTING (SIGNAL)	AM	Overall LOS	B (10.1)										
		Approach LOS	A (0.0)			D (49.8)			A (4.2)			A (7.5)	
		Storage				225			150			75	
		50th Queue		0		31	32	0	55	8		0	13
		95th Queue		0		77	80	64	80	13		0	2
	PM	Overall LOS	B (15.6)										
		Approach LOS	E (68.4)			D (51.9)			A (7.1)			B (10.9)	
		Storage				225			150			75	
		50th Queue		4		86	84	24	33	23		0	53
		95th Queue		21		150	146	112	84	68		3	74
NO-BUILD (SIGNAL)	AM	Overall LOS	B (14.1)										
		Approach LOS	A (0.0)			D (50.7)			A (4.5)			B (19.4)	
		Storage				225			150			75	
		50th Queue		0		35	35	0	57	13		0	21
		95th Queue		0		83	84	74	85	20		0	4
	PM	Overall LOS	B (16.6)										
		Approach LOS	E (68.4)			D (52.9)			A (7.7)			B (12.4)	
		Storage				225			150			75	
		50th Queue		4		92	91	32	37	38		0	98
		95th Queue		21		168	161	124	91	113		2	125
BUILD (SIGNAL)	AM	Overall LOS	B (15.1)										
		Approach LOS	A (0.0)			D (51.0)			A (4.6)			C (20.5)	
		Storage				225			150			75	
		50th Queue		0		50	50	0	57	18		0	3
		95th Queue		0		98	98	75	85	27		0	5
	PM	Overall LOS	B (17.0)										
		Approach LOS	E (68.4)			D (54.2)			A (7.9)			B (12.7)	
		Storage				225			150			75	
		50th Queue		4		101	100	36	37	44		0	105
		95th Queue		21		186	184	126	91	127		2	132

The intersection of North Point Parkway at Encore Parkway (Intersection 5) is projected to operate at an acceptable overall LOS under the Existing 2022, Projected 2030 No-Build, and Projected 2030 Build conditions. Each approach of the intersection is projected to operate acceptably under all studied scenarios. No improvements are recommended to be conditioned.

Note: The Projected 2030 No-Build and Projected 2030 Build conditions include the implementation of the programmed City of Alpharetta road diet and streetscape project, which reduces North Point Parkway from three (3) travel lanes in each direction to two (2) travel lanes in each direction to provide a multi-use path.

5.6 Encore Parkway at North Point Center (Intersection 6)

Overall LOS Standard: E
Approach LOS Standard: E

		Encore Parkway			Encore Parkway			North Point Center			North Point Center		
		Northbound			Southbound			Eastbound			Westbound		
		L	T	R	L	T	R	L	T	R	L	T	R
EXISTING (SIGNAL)	AM	Overall LOS	B (11.7)										
		Approach LOS	B (14.2)			A (4.1)			E (65.4)			E (68.6)	
		Storage	225			225							
		50th Queue	0	67		0	0		2	1		4	0
		95th Queue	1	149		17	89		13	9		17	0
	PM	Overall LOS	B (13.5)										
		Approach LOS	A (8.5)			A (7.0)			E (60.9)			E (64.6)	
		Storage	225			225							
		50th Queue	2	172		21	102		36	10		34	0
		95th Queue	5	245		45	237		75	45		72	9
NO-BUILD (SIGNAL)	AM	Overall LOS	B (12.3)										
		Approach LOS	B (15.0)			A (4.3)			E (65.4)			E (68.6)	
		Storage	225			225							
		50th Queue	0	75		0	0		2	1		4	0
		95th Queue	1	161		18	96		13	9		17	0
	PM	Overall LOS	B (14.6)										
		Approach LOS	A (9.2)			A (7.5)			E (63.7)			E (68.9)	
		Storage	225			225							
		50th Queue	2	192		24	120		40	10		37	0
		95th Queue	5	272		51	273		81	46		76	17
BUILD (SIGNAL)	AM	Overall LOS	B (12.5)										
		Approach LOS	B (15.6)			A (4.6)			E (65.4)			E (68.6)	
		Storage	225			225							
		50th Queue	0	126		6	25		2	1		4	0
		95th Queue	1	186		24	106		13	9		17	0
	PM	Overall LOS	B (14.8)										
		Approach LOS	A (9.5)			A (7.7)			E (65.9)			E (72.3)	
		Storage	225			225							
		50th Queue	2	186		29	131		40	10		37	0
		95th Queue	4	291		60	292		80	46		76	26

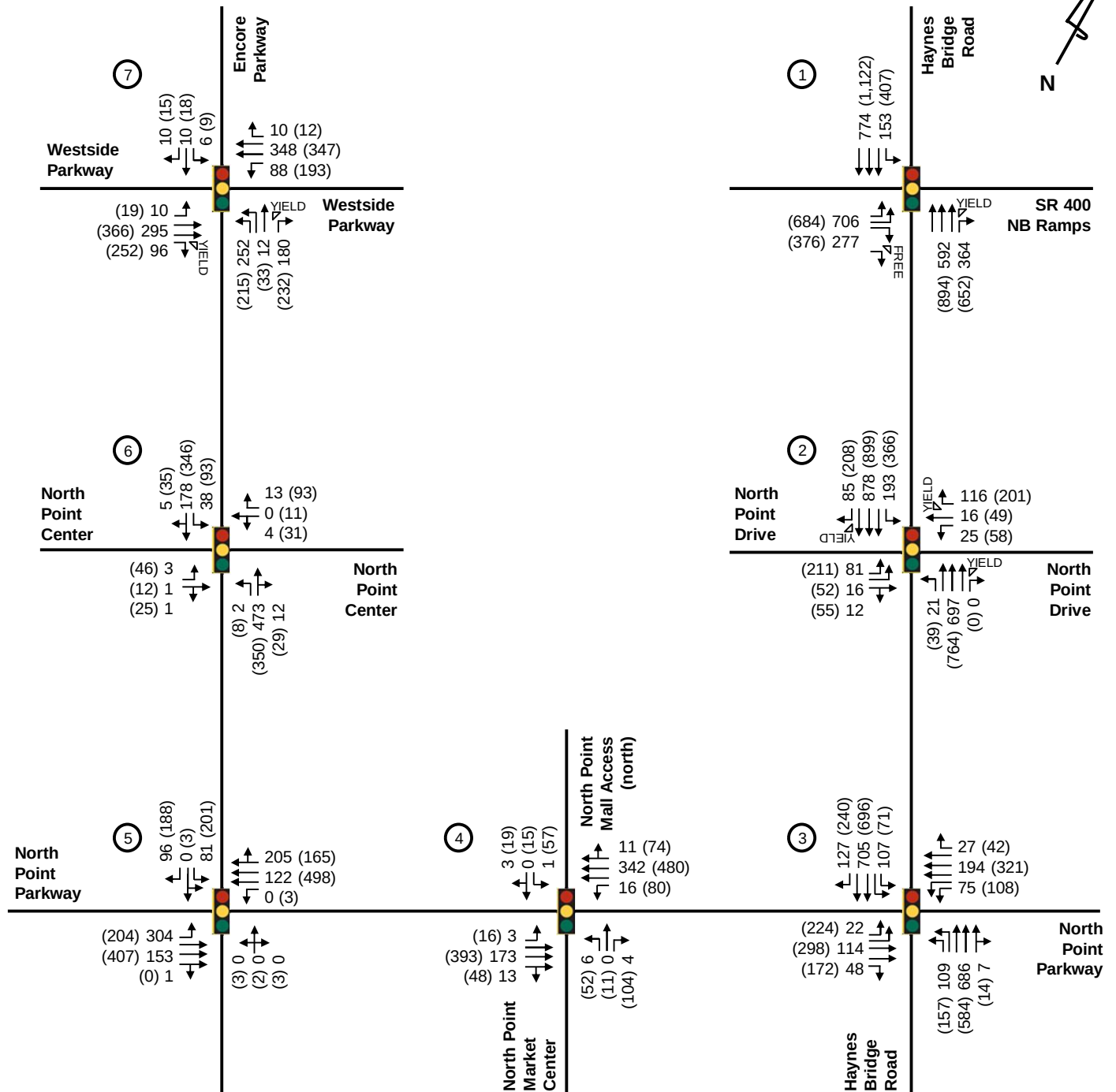
The intersection of Encore Parkway at North Point Center (Intersection 6) is projected to operate at an acceptable overall LOS under the Existing 2022, Projected 2030 No-Build, and Projected 2030 Build conditions. Each approach of the intersection is projected to operate acceptably under all studied scenarios. No improvements are recommended to be conditioned.

5.7 Westside Parkway at Encore Parkway (Intersection 7)

Overall LOS Standard: E
Approach LOS Standard: E

		Encore Parkway			Encore Parkway			Westside Parkway			Westside Parkway		
		Northbound			Southbound			Eastbound			Westbound		
		L	T	R	L	T	R	L	T	R	L	T	R
EXISTING (SIGNAL)	AM	Overall LOS	B (16.2)										
		Approach LOS	B (19.4)			C (21.5)			B (16.1)			B (14.0)	
		Storage	250		350	425			250		200	275	175
		50th Queue	32	3	0	2	3	0	1	38	0	11	26
		95th Queue	91	18	47	9	19	0	11	103	5	51	112
	PM	Overall LOS	B (16.8)										
		Approach LOS	C (21.3)			C (22.5)			B (18.2)			B (13.2)	
		Storage	250		350	425			250		200	275	175
		50th Queue	32	9	0	3	5	0	2	53	0	26	25
		95th Queue	88	38	58	13	29	0	15	131	56	97	107
NO-BUILD (SIGNAL)	AM	Overall LOS	B (16.7)										
		Approach LOS	B (19.6)			C (21.9)			B (16.8)			B (14.5)	
		Storage	250		350	425			250		200	275	175
		50th Queue	39	3	0	2	3	0	1	463	0	14	32
		95th Queue	101	20	49	9	20	0	11	114	9	55	123
	PM	Overall LOS	B (17.5)										
		Approach LOS	C (21.7)			C (23.1)			B (19.1)			B (13.6)	
		Storage	250		350	425			250		200	275	175
		50th Queue	50	11	0	3	8	0	5	83	0	53	51
		95th Queue	98	43	61	14	32	0	17	146	59	107	118
BUILD (SIGNAL)	AM	Overall LOS	B (17.2)										
		Approach LOS	B (19.6)			C (22.3)			B (17.4)			B (15.0)	
		Storage	250		350	425			250		200	275	175
		50th Queue	46	3	0	2	3	0	2	47	0	14	33
		95th Queue	117	20	49	9	21	0	12	117	36	57	126
	PM	Overall LOS	B (17.7)										
		Approach LOS	C (21.8)			C (23.4)			B (19.3)			B (13.8)	
		Storage	250		350	425			250		200	275	175
		50th Queue	55	11	0	3	8	0	5	84	0	54	52
		95th Queue	107	44	61	15	32	0	17	148	62	109	120

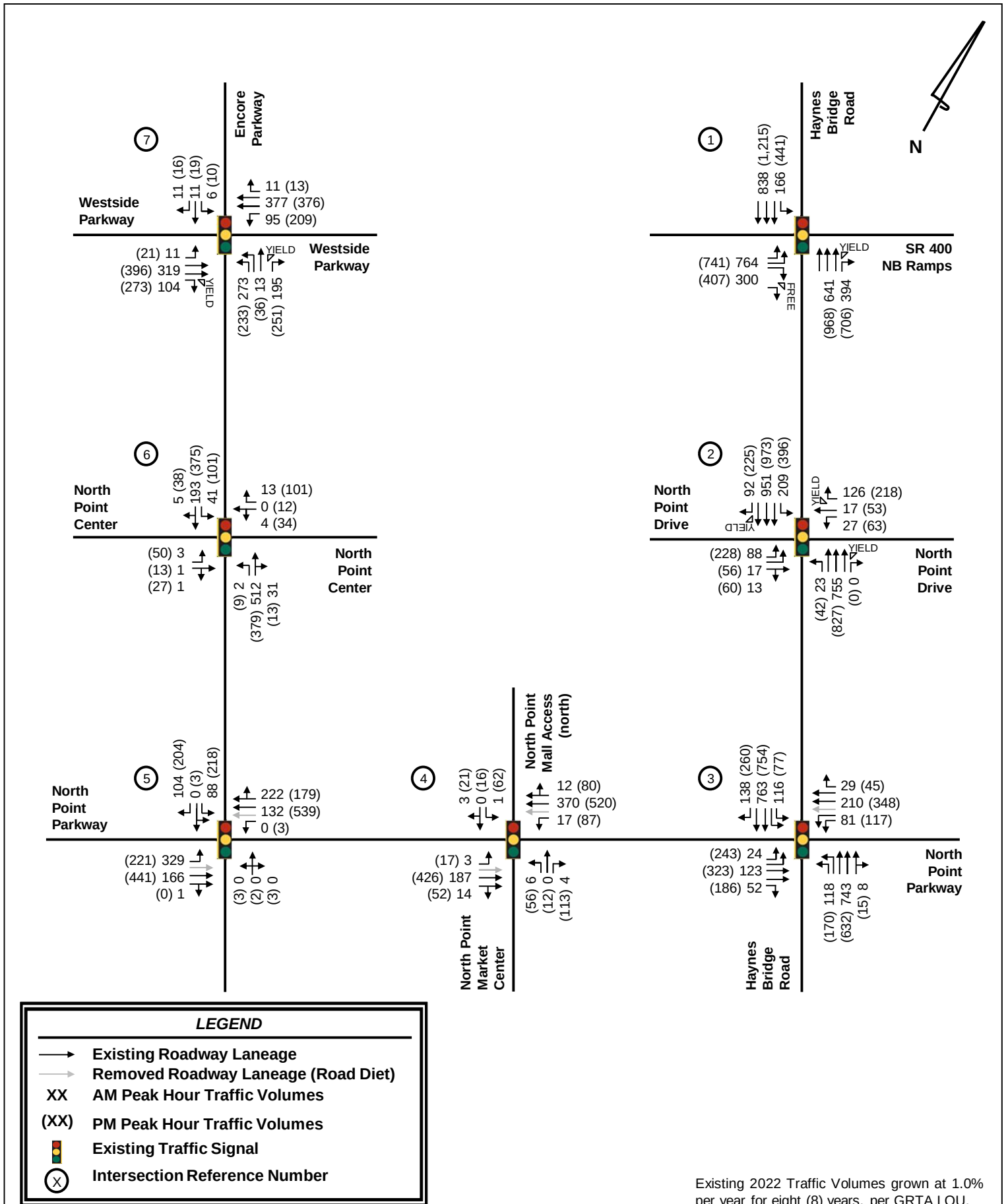
The intersection of North Point Parkway at Encore Parkway (Intersection 5) is projected to operate at an acceptable overall LOS under the Existing 2022, Projected 2030 No-Build, and Projected 2030 Build conditions. Each approach of the intersection is projected to operate acceptably under all studied scenarios. No improvements are recommended to be conditioned.

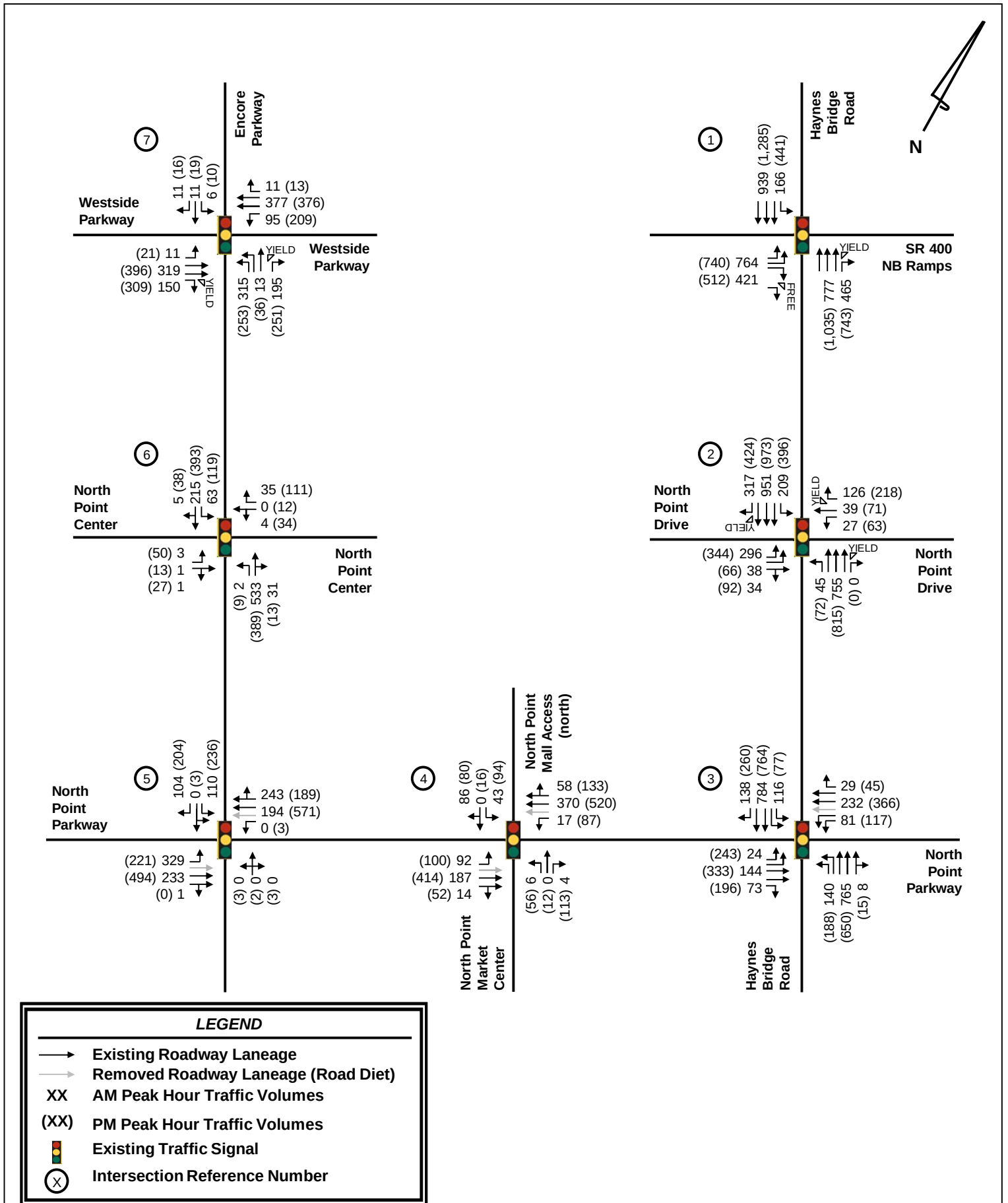


LEGEND

- Existing Roadway Laneage
- XX AM Peak Hour Traffic Volumes
- (XX) PM Peak Hour Traffic Volumes
- Existing Traffic Signal
- Intersection Reference Number

Collected traffic counts in April 2022 were within 1% of approved Traffic Volumes for GDOT PI#0017814, therefore no adjustment factor was needed to account for variations in traffic due to COVID-19.





Proposed Site Plan

Trip Generation Analysis

Trip Generation Analysis (10th Ed. with *2nd Edition Handbook* Daily IC & *3rd Edition* AM/PM IC)
Project Eco DRI #3469
City of Alpharetta, GA

City of Alpharetta, GA

Land Use	Intensity	Daily	AM Peak Hour	PM Peak Hour
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			Trips	Total	In	Out	Total	In	Out
Proposed Site Traffic									
220	Multi-Family Housing (Low-Rise)	36 d.u.	232	18	4	14	24	15	9
221	Multi-Family Housing (Mid-Rise)	900 d.u.	4,904	295	77	218	365	223	142
310	Hotel	150 rooms	1,266	70	41	29	86	44	42
710	General Office Building	120,000 s.f.	1,266	139	120	19	135	22	113
720	Medical-Dental Office Building	0 s.f.	0	0	0	0	0	0	0
820	Shopping Center	244,560 s.f. gross leasable area	9,232	230	143	87	932	447	485
820	Shopping Center (Existing to be demolished)	-235,000 s.f. gross leasable area	-8,872	-221	-137	-84	-895	-430	-465
932	High-Turnover (Sit-Down) Restaurant	71,140 s.f.	7,980	707	389	318	695	431	264
Gross Trips (new development)			24,880	1,459	774	685	2,237	1,182	1,055
Gross Trips (reduced by demolished mall area)			16,008	1,238	637	601	1,342	752	590
Residential Trips			5,136	313	81	232	389	238	151
Mixed-Use Reductions			-680	-49	-6	-43	-130	-66	-64
Alternative Mode Reductions			-446	-26	-8	-19	-26	-17	-9
Adjusted Residential Trips			4,010	238	67	170	233	155	78
Hotel Trips			1,266	70	41	29	86	44	42
Mixed-Use Reductions			-168	-13	-2	-11	-36	-21	-15
Alternative Mode Reductions			-110	-6	-4	-2	-5	-3	-3
Adjusted Hotel Trips			988	51	35	16	45	20	24
Office Trips			1,266	139	120	19	135	22	113
Mixed-Use Reductions			-248	-47	-30	-17	-38	-13	-25
Alternative Mode Reductions			-102	-9	-9	0	-10	-1	-9
Adjusted Office Trips			916	83	81	2	87	8	79
Retail Trips			4,474	384	212	172	393	240	152
Mixed-Use Reductions			-572	-57	-28	-29	-196	-102	-94
Alternative Mode Reductions			-390	-33	-18	-14	-20	-14	-6
Pass By Reductions (Based on ITE Rates)			-1,194	0	0	0	-61	-31	-31
Adjusted Retail Trips			2,318	294	166	129	116	93	21
Restaurant Trips			3,866	332	183	149	339	208	132
Mixed-Use Reductions			-496	-114	-74	-40	-178	-87	-91
Alternative Mode Reductions			-338	-22	-11	-11	-16	-12	-4
Pass By Reductions (Based on ITE Rates)			-1,304	0	0	0	-63	-32	-32
Adjusted Restaurant Trips			1,728	196	98	98	82	77	5
Mixed-Use Reductions - TOTAL			-2,164	-280	-140	-140	-578	-289	-289
Alternative Mode Reductions - TOTAL			-1,386	-96	-50	-46	-77	-47	-31
Pass-By Reductions - TOTAL			-2,498	0	0	0	-124	-63	-63
Existing Development Trips									
New Trips			9,960	862	447	415	563	353	207
Driveway Volumes			12,458	862	447	415	687	416	270

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Intersection Volume Worksheets

INTERSECTION VOLUME DEVELOPMENT

Intersection #1: Haynes Bridge Road @ SR 400 NB Ramps AM PEAK HOUR

Description	Haynes Bridge Road Northbound			Haynes Bridge Road Southbound			SR 400 NB Ramps Eastbound			SR 400 NB Ramps Westbound		
	Left	Through	Right	Left	Through	Right	Left	Through	Right	Left	Through	Right
Observed 2022 Traffic Volumes	0	592	364	153	774	0	706	0	277	0	0	0
Pedestrians		0			0			0			0	
Conflicting Pedestrians	0		0	0		0	0		0	0		0
Heavy Vehicles	0	41	9	15	35	0	40	0	5	0	0	0
Heavy Vehicle %	0%	7%	2%	10%	5%	0%	6%	0%	2%	0%	0%	0%
Peak Hour Factor		0.94			0.94			0.94			0.94	
Adjustment												
Adjusted 2022 Volumes	0	592	364	153	774	0	706	0	277	0	0	0
Annual Growth Rate	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%
Growth Factor	1.083	1.083	1.083	1.083	1.083	1.083	1.083	1.083	1.083	1.083	1.083	1.083
New Road Adjustment												
Other Proposed Developments												
2030 Background Traffic	0	641	394	166	838	0	764	0	300	0	0	0
Project Trips												
Trip Distribution IN					15%				35%			
Trip Distribution OUT		30%	20%									
Residential Trips	0	51	34	0	10	0	0	0	23	0	0	0
Trip Distribution IN					15%				35%			
Trip Distribution OUT		30%	20%									
Hotel Trips	0	5	3	0	5	0	0	0	12	0	0	0
Trip Distribution IN					25%				25%			
Trip Distribution OUT		35%	15%									
Office Trips	0	1	0	0	20	0	0	0	20	0	0	0
Trip Distribution IN					25%				25%			
Trip Distribution OUT		35%	15%									
Retail Trips	0	45	19	0	41	0	0	0	41	0	0	0
Trip Distribution IN					25%				25%			
Trip Distribution OUT		35%	15%									
Restaurant Trips	0	34	15	0	25	0	0	0	25	0	0	0
Pass-By Trips	0	0	0	0	0	0	0	0	0	0	0	0
Total Project Trips	0	136	71	0	101	0	0	0	121	0	0	0
2030 Buildout Total	0	777	465	166	939	0	764	0	421	0	0	0

PM PEAK HOUR

Description	Haynes Bridge Road Northbound			Haynes Bridge Road Southbound			SR 400 NB Ramps Eastbound			SR 400 NB Ramps Westbound		
	Left	Through	Right	Left	Through	Right	Left	Through	Right	Left	Through	Right
Observed 2022 Traffic Volumes	0	894	652	407	1,122	0	683	1	376	0	0	0
Pedestrians		0			0			0			0	
Conflicting Pedestrians	0		0	0		0	0		0	0		0
Heavy Vehicles	0	28	12	11	4	0	26	0	3	0	0	0
Heavy Vehicle %	0%	3%	2%	3%	2%	0%	4%	2%	2%	0%	0%	0%
Peak Hour Factor		0.95			0.95			0.95			0.95	
Adjustment												
Adjusted 2022 Volumes	0	894	652	407	1122	0	683	1	376	0	0	0
Annual Growth Rate	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%
Growth Factor	1.083	1.083	1.083	1.083	1.083	1.083	1.083	1.083	1.083	1.083	1.083	1.083
New Road Adjustment												
Other Proposed Developments												
2030 Background Traffic	0	968	706	441	1,215	0	740	1	407	0	0	0
Project Trips												
Trip Distribution IN					15%				35%			
Trip Distribution OUT		30%	20%									
Residential Trips	0	23	16	0	23	0	0	0	54	0	0	0
Trip Distribution IN					15%				35%			
Trip Distribution OUT		30%	20%									
Hotel Trips	0	7	5	0	3	0	0	0	7	0	0	0
Trip Distribution IN					25%				25%			
Trip Distribution OUT		35%	15%									
Office Trips	0	28	12	0	2	0	0	0	2	0	0	0
Trip Distribution IN					25%				25%			
Trip Distribution OUT		35%	15%									
Retail Trips	0	7	3	0	23	0	0	0	23	0	0	0
Trip Distribution IN					25%				25%			
Trip Distribution OUT		35%	15%									
Restaurant Trips	0	2	1	0	19	0	0	0	19	0	0	0
Pass-By Trips	0	0	0	0	0	0	0	0	0	0	0	0
Total Project Trips	0	67	37	0	70	0	0	0	105	0	0	0
2030 Buildout Total	0	1,035	743	441	1,285	0	740	1	512	0	0	0

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INTERSECTION VOLUME DEVELOPMENT

Intersection #2: Haynes Bridge Road @ North Point Drive **AM PEAK HOUR**

Description	Haynes Bridge Road Northbound			Haynes Bridge Road Southbound			North Point Drive Eastbound			North Point Drive Westbound		
	Left	Through	Right	Left	Through	Right	Left	Through	Right	Left	Through	Right
Observed 2022 Traffic Volumes	21	697	4	193	878	85	81	16	12	25	16	116
Pedestrians		0			0			0			0	
Conflicting Pedestrians	0		0	0		0	0		0	0		0
Heavy Vehicles	1	14	0	4	34	3	1	1	0	0	1	0
Heavy Vehicle %	5%	2%	2%	2%	4%	4%	2%	6%	2%	2%	6%	2%
Peak Hour Factor		0.93			0.93			0.93			0.93	
Adjustment												
Adjusted 2022 Volumes	21	697	4	193	878	85	81	16	12	25	16	116
Annual Growth Rate	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%
Growth Factor	1.083	1.083	1.083	1.083	1.083	1.083	1.083	1.083	1.083	1.083	1.083	1.083
New Road Adjustment												
Other Proposed Developments												
2030 Background Traffic	23	755	4	209	951	92	88	17	13	27	17	126
Project Trips												
Trip Distribution IN	5%					50%					5%	
Trip Distribution OUT							50%	5%	5%			
Residential Trips	3	0	0	0	0	34	85	9	9	0	3	0
Trip Distribution IN	5%					50%					5%	
Trip Distribution OUT							50%	5%	5%			
Hotel Trips	2	0	0	0	0	18	8	1	1	0	2	0
Trip Distribution IN	5%					50%					5%	
Trip Distribution OUT							50%	5%	5%			
Office Trips	4	0	0	0	0	41	1	0	0	0	4	0
Trip Distribution IN	5%					50%					5%	
Trip Distribution OUT							50%	5%	5%			
Retail Trips	8	0	0	0	0	83	65	6	6	0	8	0
Trip Distribution IN	5%					50%					5%	
Trip Distribution OUT							50%	5%	5%			
Restaurant Trips	5	0	0	0	0	49	49	5	5	0	5	0
Pass-By Trips	0	0	0	0	0	0	0	0	0	0	0	0
Total Project Trips	22	0	0	0	0	225	208	21	21	0	22	0
2030 Buildout Total	45	755	4	209	951	317	296	38	34	27	39	126

PM PEAK HOUR

Description	Haynes Bridge Road Northbound			Haynes Bridge Road Southbound			North Point Drive Eastbound			North Point Drive Westbound		
	Left	Through	Right	Left	Through	Right	Left	Through	Right	Left	Through	Right
Observed 2022 Traffic Volumes	39	764	22	366	899	208	211	52	55	58	49	201
Pedestrians		0			0			0			0	
Conflicting Pedestrians	0		0	0		0	0		0	0		0
Heavy Vehicles	0	20	0	2	11	1	2	0	0	0	0	0
Heavy Vehicle %	2%	3%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%
Peak Hour Factor		0.93			0.93			0.93			0.93	
Adjustment												
Adjusted 2022 Volumes	39	764	22	366	899	208	211	52	55	58	49	201
Annual Growth Rate	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%
Growth Factor	1.083	1.083	1.083	1.083	1.083	1.083	1.083	1.083	1.083	1.083	1.083	1.083
New Road Adjustment												
Other Proposed Developments												
2030 Background Traffic	42	827	24	396	973	225	228	56	60	63	53	218
Project Trips												
Trip Distribution IN	5%					50%					5%	
Trip Distribution OUT							50%	5%	5%			
Residential Trips	8	0	0	0	0	78	39	4	4	0	8	0
Trip Distribution IN	5%					50%					5%	
Trip Distribution OUT							50%	5%	5%			
Hotel Trips	1	0	0	0	0	10	12	1	1	0	1	0
Trip Distribution IN	5%					50%					5%	
Trip Distribution OUT							50%	5%	5%			
Office Trips	0	0	0	0	0	4	40	4	4	0	0	0
Trip Distribution IN	5%					50%					5%	
Trip Distribution OUT							50%	5%	5%			
Retail Trips	5	0	0	0	0	47	11	1	1	0	5	0
Trip Distribution IN	5%					50%					5%	
Trip Distribution OUT							50%	5%	5%			
Restaurant Trips	4	0	0	0	0	38	2	0	0	0	4	0
Pass-By Trips	12	-12	0	0	-22	22	12	0	22	0	0	0
Total Project Trips	30	-12	0	0	-22	199	116	10	32	0	18	0
2030 Buildout Total	72	815	24	396	951	424	344	66	92	63	71	218

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INTERSECTION VOLUME DEVELOPMENT

Intersection #3: Haynes Bridge Road @ North Point Parkway AM PEAK HOUR

Description	Haynes Bridge Road Northbound			Haynes Bridge Road Southbound			North Point Parkway Eastbound			North Point Parkway Westbound		
	Left	Through	Right	Left	Through	Right	Left	Through	Right	Left	Through	Right
Observed 2022 Traffic Volumes	109	686	7	107	705	127	22	114	48	75	194	27
Pedestrians		0			0			0			0	
Conflicting Pedestrians	0		0	0		0	0		0	0		0
Heavy Vehicles	0	30	3	3	14	1	2	4	1	6	4	1
Heavy Vehicle %	2%	4%	43%	3%	2%	2%	9%	4%	2%	8%	2%	4%
Peak Hour Factor		0.95			0.95			0.95			0.95	
Adjustment												
Adjusted 2022 Volumes	109	686	7	107	705	127	22	114	48	75	194	27
Annual Growth Rate	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%
Growth Factor	1.083	1.083	1.083	1.083	1.083	1.083	1.083	1.083	1.083	1.083	1.083	1.083
New Road Adjustment												
Other Proposed Developments												
2030 Background Traffic	118	743	8	116	763	138	24	123	52	81	210	29
Project Trips												
Trip Distribution IN	5%	5%									5%	
Trip Distribution OUT				5%			5%	5%				
Residential Trips	3	3	0	0	9	0	0	9	9	0	3	0
Trip Distribution IN	5%	5%									5%	
Trip Distribution OUT				5%			5%	5%				
Hotel Trips	2	2	0	0	1	0	0	1	1	0	2	0
Trip Distribution IN	5%	5%									5%	
Trip Distribution OUT				5%			5%	5%				
Office Trips	4	4	0	0	0	0	0	0	0	0	4	0
Trip Distribution IN	5%	5%									5%	
Trip Distribution OUT				5%			5%	5%				
Retail Trips	8	8	0	0	6	0	0	6	6	0	8	0
Trip Distribution IN	5%	5%									5%	
Trip Distribution OUT				5%			5%	5%				
Restaurant Trips	5	5	0	0	5	0	0	5	5	0	5	0
Pass-By Trips	0	0	0	0	0	0	0	0	0	0	0	0
Total Project Trips	22	22	0	0	21	0	0	21	21	0	22	0
2030 Buildout Total	140	765	8	116	784	138	24	144	73	81	232	29

PM PEAK HOUR

Description	Haynes Bridge Road Northbound			Haynes Bridge Road Southbound			North Point Parkway Eastbound			North Point Parkway Westbound		
	Left	Through	Right	Left	Through	Right	Left	Through	Right	Left	Through	Right
Observed 2022 Traffic Volumes	157	584	14	71	696	240	224	298	172	108	321	42
Pedestrians		0			0			0			0	
Conflicting Pedestrians	0		0	0		0	0		0	0		0
Heavy Vehicles	1	17	0	1	5	5	2	2	2	2	2	0
Heavy Vehicle %	2%	3%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%
Peak Hour Factor		0.95			0.95			0.95			0.95	
Adjustment												
Adjusted 2022 Volumes	157	584	14	71	696	240	224	298	172	108	321	42
Annual Growth Rate	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%
Growth Factor	1.083	1.083	1.083	1.083	1.083	1.083	1.083	1.083	1.083	1.083	1.083	1.083
New Road Adjustment												
Other Proposed Developments												
2030 Background Traffic	170	632	15	77	754	260	243	323	186	117	348	45
Project Trips												
Trip Distribution IN	5%	5%									5%	
Trip Distribution OUT				5%			5%	5%				
Residential Trips	8	8	0	0	4	0	0	4	4	0	8	0
Trip Distribution IN	5%	5%									5%	
Trip Distribution OUT				5%			5%	5%				
Hotel Trips	1	1	0	0	1	0	0	1	1	0	1	0
Trip Distribution IN	5%	5%									5%	
Trip Distribution OUT				5%			5%	5%				
Office Trips	0	0	0	0	4	0	0	4	4	0	0	0
Trip Distribution IN	5%	5%									5%	
Trip Distribution OUT				5%			5%	5%				
Retail Trips	5	5	0	0	1	0	0	1	1	0	5	0
Trip Distribution IN	5%	5%									5%	
Trip Distribution OUT				5%			5%	5%				
Restaurant Trips	4	4	0	0	0	0	0	0	0	0	4	0
Pass-By Trips	0	0	0	0	0	0	0	0	0	0	0	0
Total Project Trips	18	18	0	0	10	0	0	10	10	0	18	0
2030 Buildout Total	188	650	15	77	764	260	243	333	196	117	366	45

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INTERSECTION VOLUME DEVELOPMENT

Intersection #4: North Point Parkway @ North Point Market Center / North Point Mall Access AM PEAK HOUR

Description	North Point Market Center			North Point Mall Access			North Point Parkway			North Point Parkway		
	Left	Through	Right	Left	Through	Right	Left	Through	Right	Left	Through	Right
Observed 2022 Traffic Volumes	6	0	4	1	0	3	3	173	13	16	342	11
Pedestrians	0			0			0			0		
Conflicting Pedestrians	0		0	0		0	0		0	0		0
Heavy Vehicles	0	0	0	1	0	0	1	9	0	0	12	0
Heavy Vehicle %	2%	0%	2%	100%	0%	2%	33%	5%	2%	2%	4%	2%
Peak Hour Factor	0.92			0.92			0.92			0.92		
Adjustment												
Adjusted 2022 Volumes	6	0	4	1	0	3	3	173	13	16	342	11
Annual Growth Rate	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%
Growth Factor	1.083	1.083	1.083	1.083	1.083	1.083	1.083	1.083	1.083	1.083	1.083	1.083
New Road Adjustment												
Other Proposed Developments												
2030 Background Traffic	6	0	4	1	0	3	3	187	14	17	370	12
Project Trips												
Trip Distribution IN							20%					10%
Trip Distribution OUT				10%		20%						
Residential Trips	0	0	0	17	0	34	13	0	0	0	0	7
Trip Distribution IN							20%					10%
Trip Distribution OUT				10%		20%						
Hotel Trips	0	0	0	2	0	3	7	0	0	0	0	4
Trip Distribution IN							20%					10%
Trip Distribution OUT				10%		20%						
Office Trips	0	0	0	0	0	0	16	0	0	0	0	8
Trip Distribution IN							20%					10%
Trip Distribution OUT				10%		20%						
Retail Trips	0	0	0	13	0	26	33	0	0	0	0	17
Trip Distribution IN							20%					10%
Trip Distribution OUT				10%		20%						
Restaurant Trips	0	0	0	10	0	20	20	0	0	0	0	10
Pass-By Trips	0	0	0	0	0	0	0	0	0	0	0	0
Total Project Trips	0	0	0	42	0	83	89	0	0	0	0	46
2030 Buildout Total	6	0	4	43	0	86	92	187	14	17	370	58

PM PEAK HOUR

Description	North Point Market Center			North Point Mall Access			North Point Parkway			North Point Parkway		
	Left	Through	Right	Left	Through	Right	Left	Through	Right	Left	Through	Right
Observed 2022 Traffic Volumes	52	11	104	57	15	19	16	393	48	80	480	74
Pedestrians	0			0			0			0		
Conflicting Pedestrians	0		0	0		0	0		0	0		0
Heavy Vehicles	0	0	0	1	0	0	0	6	0	0	7	1
Heavy Vehicle %	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%
Peak Hour Factor	0.91			0.91			0.91			0.91		
Adjustment												
Adjusted 2022 Volumes	52	11	104	57	15	19	16	393	48	80	480	74
Annual Growth Rate	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%
Growth Factor	1.083	1.083	1.083	1.083	1.083	1.083	1.083	1.083	1.083	1.083	1.083	1.083
New Road Adjustment												
Other Proposed Developments												
2030 Background Traffic	56	12	113	62	16	21	17	426	52	87	520	80
Project Trips												
Trip Distribution IN							20%					10%
Trip Distribution OUT				10%		20%						
Residential Trips	0	0	0	8	0	16	31	0	0	0	0	16
Trip Distribution IN							20%					10%
Trip Distribution OUT				10%		20%						
Hotel Trips	0	0	0	2	0	5	4	0	0	0	0	2
Trip Distribution IN							20%					10%
Trip Distribution OUT				10%		20%						
Office Trips	0	0	0	8	0	16	2	0	0	0	0	1
Trip Distribution IN							20%					10%
Trip Distribution OUT				10%		20%						
Retail Trips	0	0	0	2	0	4	19	0	0	0	0	9
Trip Distribution IN							20%					10%
Trip Distribution OUT				10%		20%						
Restaurant Trips	0	0	0	0	0	1	15	0	0	0	0	8
Pass-By Trips	0	0	0	12	0	17	12	-12	0	0	-17	17
Total Project Trips	0	0	0	32	0	59	83	-12	0	0	-17	53
2030 Buildout Total	56	12	113	94	16	80	100	414	52	87	503	133

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INTERSECTION VOLUME DEVELOPMENT

Intersection #5: North Point Parkway @ Encore Parkway AM PEAK HOUR

Description	Encore Parkway Northbound			Encore Parkway Southbound			North Point Parkway Eastbound			North Point Parkway Westbound		
	Left	Through	Right	Left	Through	Right	Left	Through	Right	Left	Through	Right
Observed 2022 Traffic Volumes	0	0	0	81	0	96	304	153	1	0	122	205
Pedestrians	0			0			0			0		
Conflicting Pedestrians	0		0	0		0	0		0	0		0
Heavy Vehicles	0	0	0	1	0	6	3	7	0	0	8	4
Heavy Vehicle %	0%	0%	0%	2%	0%	6%	2%	5%	2%	0%	7%	2%
Peak Hour Factor	0.93			0.93			0.93			0.93		
Adjustment												
Adjusted 2022 Volumes	0	0	0	81	0	96	304	153	1	0	122	205
Annual Growth Rate	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%
Growth Factor	1.083	1.083	1.083	1.083	1.083	1.083	1.083	1.083	1.083	1.083	1.083	1.083
New Road Adjustment												
Other Proposed Developments												
2030 Background Traffic	0	0	0	88	0	104	329	166	1	0	132	222
Project Trips												
Trip Distribution IN				5%			15%					
Trip Distribution OUT										15%	5%	
Residential Trips	0	0	0	3	0	0	0	10	0	0	26	9
Trip Distribution IN				5%			15%					
Trip Distribution OUT										15%	5%	
Hotel Trips	0	0	0	2	0	0	0	5	0	0	2	1
Trip Distribution IN				5%			15%					
Trip Distribution OUT										15%	5%	
Office Trips	0	0	0	4	0	0	0	12	0	0	0	0
Trip Distribution IN				5%			15%					
Trip Distribution OUT										15%	5%	
Retail Trips	0	0	0	8	0	0	0	25	0	0	19	6
Trip Distribution IN				5%			15%					
Trip Distribution OUT										15%	5%	
Restaurant Trips	0	0	0	5	0	0	0	15	0	0	15	5
Pass-By Trips	0	0	0	0	0	0	0	0	0	0	0	0
Total Project Trips	0	0	0	22	0	0	0	67	0	0	62	21
2030 Buildout Total	0	0	0	110	0	104	329	233	1	0	194	243

PM PEAK HOUR

Description	Encore Parkway Northbound			Encore Parkway Southbound			North Point Parkway Eastbound			North Point Parkway Westbound		
	Left	Through	Right	Left	Through	Right	Left	Through	Right	Left	Through	Right
Observed 2022 Traffic Volumes	3	2	3	201	3	188	204	407	0	3	498	165
Pedestrians	0			0			0			0		
Conflicting Pedestrians	0		0	0		0	0		0	0		0
Heavy Vehicles	0	0	0	0	0	1	16	4	0	0	6	2
Heavy Vehicle %	2%	2%	2%	2%	2%	2%	8%	2%	0%	2%	2%	2%
Peak Hour Factor	0.96			0.96			0.96			0.96		
Adjustment												
Adjusted 2022 Volumes	3	2	3	201	3	188	204	407	0	3	498	165
Annual Growth Rate	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%
Growth Factor	1.083	1.083	1.083	1.083	1.083	1.083	1.083	1.083	1.083	1.083	1.083	1.083
New Road Adjustment												
Other Proposed Developments												
2030 Background Traffic	3	2	3	218	3	204	221	441	0	3	539	179
Project Trips												
Trip Distribution IN				5%			15%					
Trip Distribution OUT										15%	5%	
Residential Trips	0	0	0	8	0	0	0	23	0	0	12	4
Trip Distribution IN				5%			15%					
Trip Distribution OUT										15%	5%	
Hotel Trips	0	0	0	1	0	0	0	3	0	0	4	1
Trip Distribution IN				5%			15%					
Trip Distribution OUT										15%	5%	
Office Trips	0	0	0	0	0	0	0	1	0	0	12	4
Trip Distribution IN				5%			15%					
Trip Distribution OUT										15%	5%	
Retail Trips	0	0	0	5	0	0	0	14	0	0	3	1
Trip Distribution IN				5%			15%					
Trip Distribution OUT										15%	5%	
Restaurant Trips	0	0	0	4	0	0	0	12	0	0	1	0
Pass-By Trips	0	0	0	0	0	0	0	0	0	0	0	0
Total Project Trips	0	0	0	18	0	0	0	53	0	0	32	10
2030 Buildout Total	3	2	3	236	3	204	221	494	0	3	571	189

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INTERSECTION VOLUME DEVELOPMENT

Intersection #6: Encore Parkway @ North Point Center AM PEAK HOUR

Description	Encore Parkway Northbound			Encore Parkway Southbound			North Point Center Eastbound			North Point Center Westbound		
	Left	Through	Right	Left	Through	Right	Left	Through	Right	Left	Through	Right
Observed 2022 Traffic Volumes	2	473	29	38	178	5	3	1	1	4	0	13
Pedestrians		0			0			0			0	
Conflicting Pedestrians	0		0	0		0	0		0	0		0
Heavy Vehicles	0	7	0	1	8	0	0	0	0	0	0	0
Heavy Vehicle %	2%	2%	2%	3%	4%	2%	2%	2%	2%	2%	0%	2%
Peak Hour Factor		0.87			0.87			0.87			0.87	
Adjustment												
Adjusted 2022 Volumes	2	473	29	38	178	5	3	1	1	4	0	13
Annual Growth Rate	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%
Growth Factor	1.083	1.083	1.083	1.083	1.083	1.083	1.083	1.083	1.083	1.083	1.083	1.083
New Road Adjustment												
Other Proposed Developments												
2030 Background Traffic	2	512	31	41	193	5	3	1	1	4	0	14
Project Trips												
Trip Distribution IN				5%	5%							
Trip Distribution OUT		5%										5%
Residential Trips	0	9	0	3	3	0	0	0	0	0	0	9
Trip Distribution IN				5%	5%							
Trip Distribution OUT		5%										5%
Hotel Trips	0	1	0	2	2	0	0	0	0	0	0	1
Trip Distribution IN				5%	5%							
Trip Distribution OUT		5%										5%
Office Trips	0	0	0	4	4	0	0	0	0	0	0	0
Trip Distribution IN				5%	5%							
Trip Distribution OUT		5%										5%
Retail Trips	0	6	0	8	8	0	0	0	0	0	0	6
Trip Distribution IN				5%	5%							
Trip Distribution OUT		5%										5%
Restaurant Trips	0	5	0	5	5	0	0	0	0	0	0	5
Pass-By Trips	0	0	0	0	0	0	0	0	0	0	0	0
Total Project Trips	0	21	0	22	22	0	0	0	0	0	0	21
2030 Buildout Total	2	533	31	63	215	5	3	1	1	4	0	35

PM PEAK HOUR

Description	Encore Parkway Northbound			Encore Parkway Southbound			North Point Center Eastbound			North Point Center Westbound		
	Left	Through	Right	Left	Through	Right	Left	Through	Right	Left	Through	Right
Observed 2022 Traffic Volumes	8	350	12	93	346	35	46	12	25	31	11	93
Pedestrians		0			0			0			0	
Conflicting Pedestrians	0		0	0		0	0		0	0		0
Heavy Vehicles	1	4	0	0	16	0	0	0	0	0	0	0
Heavy Vehicle %	13%	2%	2%	2%	5%	2%	2%	2%	2%	2%	2%	2%
Peak Hour Factor		0.95			0.95			0.95			0.95	
Adjustment												
Adjusted 2022 Volumes	8	350	12	93	346	35	46	12	25	31	11	93
Annual Growth Rate	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%
Growth Factor	1.083	1.083	1.083	1.083	1.083	1.083	1.083	1.083	1.083	1.083	1.083	1.083
New Road Adjustment												
Other Proposed Developments												
2030 Background Traffic	9	379	13	101	375	38	50	13	27	34	12	101
Project Trips												
Trip Distribution IN				5%	5%							
Trip Distribution OUT		5%										5%
Residential Trips	0	4	0	8	8	0	0	0	0	0	0	4
Trip Distribution IN				5%	5%							
Trip Distribution OUT		5%										5%
Hotel Trips	0	1	0	1	1	0	0	0	0	0	0	1
Trip Distribution IN				5%	5%							
Trip Distribution OUT		5%										5%
Office Trips	0	4	0	0	0	0	0	0	0	0	0	4
Trip Distribution IN				5%	5%							
Trip Distribution OUT		5%										5%
Retail Trips	0	1	0	5	5	0	0	0	0	0	0	1
Trip Distribution IN				5%	5%							
Trip Distribution OUT		5%										5%
Restaurant Trips	0	0	0	4	4	0	0	0	0	0	0	0
Pass-By Trips	0	0	0	0	0	0	0	0	0	0	0	0
Total Project Trips	0	10	0	18	18	0	0	0	0	0	0	10
2030 Buildout Total	9	389	13	119	393	38	50	13	27	34	12	111

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INTERSECTION VOLUME DEVELOPMENT

Intersection #6: Westside Parkway @ Encore Parkway AM PEAK HOUR

Description	Encore Parkway Northbound			Encore Parkway Southbound			Westside Parkway Eastbound			Westside Parkway Westbound		
	Left	Through	Right	Left	Through	Right	Left	Through	Right	Left	Through	Right
Observed 2022 Traffic Volumes	252	12	180	6	10	10	10	295	96	88	348	10
Pedestrians	0			0			0			0		
Conflicting Pedestrians	0		0	0		0	0		0	0		0
Heavy Vehicles	4	2	22	1	0	0	0	18	3	4	8	0
Heavy Vehicle %	2%	17%	12%	17%	2%	2%	2%	6%	3%	5%	2%	2%
Peak Hour Factor	0.89			0.89			0.89			0.89		
Adjustment												
Adjusted 2022 Volumes	252	12	180	6	10	10	10	295	96	88	348	10
Annual Growth Rate	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%
Growth Factor	1.083	1.083	1.083	1.083	1.083	1.083	1.083	1.083	1.083	1.083	1.083	1.083
New Road Adjustment												
Other Proposed Developments												
2030 Background Traffic	273	13	195	6	11	11	11	319	104	95	377	11
Project Trips												
Trip Distribution IN									10%			
Trip Distribution OUT	10%											
Residential Trips	17	0	0	0	0	0	0	0	7	0	0	0
Trip Distribution IN									10%			
Trip Distribution OUT	10%											
Hotel Trips	2	0	0	0	0	0	0	0	4	0	0	0
Trip Distribution IN									10%			
Trip Distribution OUT	10%											
Office Trips	0	0	0	0	0	0	0	0	8	0	0	0
Trip Distribution IN									10%			
Trip Distribution OUT	10%											
Retail Trips	13	0	0	0	0	0	0	0	17	0	0	0
Trip Distribution IN									10%			
Trip Distribution OUT	10%											
Restaurant Trips	10	0	0	0	0	0	0	0	10	0	0	0
Pass-By Trips	0	0	0	0	0	0	0	0	0	0	0	0
Total Project Trips	42	0	0	0	0	0	0	0	46	0	0	0
2030 Buildout Total	315	13	195	6	11	11	11	319	150	95	377	11

PM PEAK HOUR

Description	Encore Parkway Northbound			Encore Parkway Southbound			Westside Parkway Eastbound			Westside Parkway Westbound		
	Left	Through	Right	Left	Through	Right	Left	Through	Right	Left	Through	Right
Observed 2022 Traffic Volumes	215	33	232	9	18	15	19	366	252	193	347	12
Pedestrians	0			0			0			0		
Conflicting Pedestrians	0		0	0		0	0		0	0		0
Heavy Vehicles	1	2	12	0	1	0	0	6	3	1	2	1
Heavy Vehicle %	2%	6%	5%	2%	6%	2%	2%	2%	2%	2%	2%	8%
Peak Hour Factor	0.93			0.93			0.93			0.93		
Adjustment												
Adjusted 2022 Volumes	215	33	232	9	18	15	19	366	252	193	347	12
Annual Growth Rate	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%
Growth Factor	1.083	1.083	1.083	1.083	1.083	1.083	1.083	1.083	1.083	1.083	1.083	1.083
New Road Adjustment												
Other Proposed Developments												
2030 Background Traffic	233	36	251	10	19	16	21	396	273	209	376	13
Project Trips												
Trip Distribution IN									10%			
Trip Distribution OUT	10%											
Residential Trips	8	0	0	0	0	0	0	0	16	0	0	0
Trip Distribution IN									10%			
Trip Distribution OUT	10%											
Hotel Trips	2	0	0	0	0	0	0	0	2	0	0	0
Trip Distribution IN									10%			
Trip Distribution OUT	10%											
Office Trips	8	0	0	0	0	0	0	0	1	0	0	0
Trip Distribution IN									10%			
Trip Distribution OUT	10%											
Retail Trips	2	0	0	0	0	0	0	0	9	0	0	0
Trip Distribution IN									10%			
Trip Distribution OUT	10%											
Restaurant Trips	0	0	0	0	0	0	0	0	8	0	0	0
Pass-By Trips	0	0	0	0	0	0	0	0	0	0	0	0
Total Project Trips	20	0	0	0	0	0	0	0	36	0	0	0
2030 Buildout Total	253	36	251	10	19	16	21	396	309	209	376	13

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Programmed Project Fact Sheets

Short Title

NORTH POINT PARKWAY LID STREETSCAPE
ENHANCEMENTS AND COMPLETE STREETS UPGRADE
FROM MANSELL ROAD TO HAYNES BRIDGE ROAD

GDOT Project No.

0017814

Federal ID No.

N/A

Status

Programmed

Service Type

Last Mile Connectivity / Sidepaths and Trails

Sponsor

City of Alpharetta

Jurisdiction

Fulton County (North)

Analysis Level

Exempt from Air Quality Analysis (40 CFR 93)

Existing Thru Lane

6

LCI

X

Planned Thru Lane

6

Flex

Network Year

TBD

Corridor Length

1.4 miles



Detailed Description and Justification

This project proposes corridor enhancements along North Point Parkway, including pedestrian sidewalk widening, installation of pedestrian lighting, street trees, LID/stormwater management, smart technologies, and bicycle side paths to form a cohesive streetscape

Phase Status & Funding Information		Status	FISCAL YEAR	TOTAL PHASE COST	BREAKDOWN OF TOTAL PHASE COST BY FUNDING SOURCE			
					FEDERAL	STATE	BONDS	LOCAL/PRIVATE
PE	Surface Transportation Block Grant (STBG) Program - Urban (>200K) (ARC) - LCI Setaside for Implementation	AUTH	2021	\$2,000,000	\$1,600,000	\$0,000	\$0,000	\$400,000
ROW	Local Jurisdiction/Municipality Funds		2024	\$100,000	\$0,000	\$0,000	\$0,000	\$100,000
CST	Surface Transportation Block Grant (STBG) Program - Urban (>200K) (ARC) - LCI Setaside for Implementation		2025	\$17,900,000	\$5,000,000	\$0,000	\$0,000	\$12,900,000
				\$20,000,000	\$6,600,000	\$0,000	\$0,000	\$13,400,000

SCP: Scoping PE: Preliminary engineering / engineering / design / planning PE-OV: GDOT oversight services for engineering ROW: Right-of-way Acquisition
UTL: Utility relocation CST: Construction / Implementation ALL: Total estimated cost, inclusive of all phases



For additional information about this project, please call (404) 463-3100 or email transportation@atlantaregional.com.



Short Title

SR 400 EXPRESS LANES FROM NORTH SPRINGS MARTA STATION TO MCFARLAND ROAD

GDOT Project No.

0001757

Federal ID No.

N/A

Status

Programmed

Service Type

Roadway / Express Lanes

Sponsor

GDOT

Jurisdiction

Regional - North

Analysis Level

In the Region's Air Quality Conformity Analysis

Existing Thru Lane

0

LCI

☐

Planned Thru Lane

4

Flex

☐

Network Year

2030

Corridor Length

15.6 miles



Detailed Description and Justification

Project provides travel options and more reliable trip times by adding two new Express lanes in each direction on SR 400 between the North Springs MARTA station and McGinnis Ferry Road and one Express lane in each direction from McGinnis Ferry Road to McFarland Parkway.

Phase Status & Funding Information		Status	FISCAL YEAR	TOTAL PHASE COST	BREAKDOWN OF TOTAL PHASE COST BY FUNDING SOURCE			
					FEDERAL	STATE	BONDS	LOCAL/PRIVATE
PE	Interstate Maintenance	AUTH	2005	\$8,538,782	\$7,684,904	\$853,878	\$0,000	\$0,000
PE	National Highway System	AUTH	2005	\$461,218	\$368,974	\$92,244	\$0,000	\$0,000
PE	Federal Earmark	AUTH	2010	\$171,095	\$136,876	\$34,219	\$0,000	\$0,000
PE	Federal Earmark Funding	AUTH	2010	\$728,806	\$583,045	\$145,761	\$0,000	\$0,000
PE	SRTA Funds (44220)	AUTH	2011	\$2,060,253	\$0,000	\$0,000	\$0,000	\$2,060,253
PE	Transportation Funding Act (HB 170)	AUTH	2017	\$5,000,000	\$0,000	\$5,000,000	\$0,000	\$0,000
PE	National Highway Performance Program (NHPP)	AUTH	2018	\$9,400,000	\$7,520,000	\$1,880,000	\$0,000	\$0,000
PE	National Highway Performance Program (NHPP)	AUTH	2019	\$17,400,000	\$13,920,000	\$3,480,000	\$0,000	\$0,000
PE	National Highway Performance Program (NHPP)	AUTH	2020	\$2,400,000	\$1,920,000	\$480,000	\$0,000	\$0,000
PE	National Highway Performance Program (NHPP)	AUTH	2021	\$4,250,000	\$3,400,000	\$850,000	\$0,000	\$0,000
PE	National Highway Performance Program (NHPP)		2022	\$4,000,000	\$3,200,000	\$800,000	\$0,000	\$0,000
ROW	National Highway Performance Program (NHPP)	AUTH	2019	\$19,820,000	\$15,856,000	\$3,964,000	\$0,000	\$0,000



For additional information about this project, please call (404) 463-3100 or email transportation@atlantaregional.com.



ROW	GARVEE Bonds (GRV-1)	AUTH	2020	\$26,000,000	\$0,000	\$0,000	\$26,000,000	\$0,000
ROW	Bus Rapid Transit	AUTH	2021	\$19,250,000	\$0,000	\$0,000	\$19,250,000	\$0,000
ROW	GARVEE Bonds (GRV-2)	AUTH	2021	\$12,000,000	\$0,000	\$0,000	\$12,000,000	\$0,000
ROW	GARVEE Bonds (GRV-2)		2022	\$18,500,000	\$0,000	\$0,000	\$18,500,000	\$0,000
ROW	GARVEE Bonds (GRV-2)		2023	\$38,000,000	\$0,000	\$0,000	\$38,000,000	\$0,000
ROW	GARVEE Bonds (GRV-2)		2024	\$22,981,110	\$0,000	\$0,000	\$22,981,110	\$0,000
UTL	Transportation Funding Act (HB 170)	AUTH	2021	\$25,650,000	\$0,000	\$25,650,000	\$0,000	\$0,000
CST	Local Jurisdiction/Municipality Funds	AUTH	2021	\$214,286	\$0,000	\$0,000	\$0,000	\$214,286
CST	Bus Rapid Transit		2022	\$2,010,000	\$0,000	\$0,000	\$2,010,000	\$0,000
CST	INFRA Discretionary Grants		2022	\$7,020,000	\$7,020,000	\$0,000	\$0,000	\$0,000
CST	Local Jurisdiction/Municipality Funds		2022	\$12,075,226	\$0,000	\$0,000	\$0,000	\$12,075,226
CST	National Highway Performance Program (NHPP)		2022	\$12,864,502	\$10,291,602	\$2,572,900	\$0,000	\$0,000
CST	Bus Rapid Transit		2023	\$12,700,000	\$0,000	\$0,000	\$12,700,000	\$0,000
CST	Local Jurisdiction/Municipality Funds		2023	\$3,194,286	\$0,000	\$0,000	\$0,000	\$3,194,286
CST	National Highway Performance Program (NHPP)		2023	\$30,894,100	\$24,715,280	\$6,178,820	\$0,000	\$0,000
CST	Bus Rapid Transit		2024	\$27,050,000	\$0,000	\$0,000	\$27,050,000	\$0,000
CST	Local Jurisdiction/Municipality Funds		2024	\$2,502,695	\$0,000	\$0,000	\$0,000	\$2,502,695
CST	National Highway Performance Program (NHPP)		2024	\$30,049,528	\$24,039,622	\$6,009,906	\$0,000	\$0,000
CST	Bus Rapid Transit		2025	\$26,240,000	\$0,000	\$0,000	\$26,240,000	\$0,000
CST	GRB BONDS (Guaranteed Revenue)		2025	\$24,257,200	\$0,000	\$0,000	\$24,257,200	\$0,000
CST	INFRA Discretionary Grants		2025	\$57,142,800	\$57,142,800	\$0,000	\$0,000	\$0,000
CST	Local Jurisdiction/Municipality Funds		2025	\$324,954	\$0,000	\$0,000	\$0,000	\$324,954
CST	National Highway Performance Program (NHPP)		2025	\$27,149,528	\$21,719,622	\$5,429,906	\$0,000	\$0,000
CST	Bus Rapid Transit		LR 2026-2030	\$12,750,000	\$0,000	\$0,000	\$12,750,000	\$0,000
CST	General Federal Aid - 2026-2050		LR 2026-2030	\$279,249,528	\$147,643,922	\$131,605,606	\$0,000	\$0,000
CST	GRB BONDS (Guaranteed Revenue)		LR 2026-2030	\$35,742,800	\$0,000	\$0,000	\$35,742,800	\$0,000
CST	INFRA Discretionary Grants		LR 2026-2030	\$119,961,647	\$119,961,647	\$0,000	\$0,000	\$0,000
CST	Local Jurisdiction/Municipality Funds		LR 2026-2030	\$9,949,494	\$0,000	\$0,000	\$0,000	\$9,949,494
CST	Transportation Funding Act (HB 170)		LR 2026-2030	\$29,883,767	\$0,000	\$29,883,767	\$0,000	\$0,000
CST	General Federal Aid - 2026-2050		LR 2031-2040	\$850,000,000	\$432,951,186	\$417,048,814	\$0,000	\$0,000
CST	General Federal Aid - 2026-2050		LR 2041-2050	\$900,000,000	\$320,760,596	\$579,239,404	\$0,000	\$0,000
CST	Design Build Finance (DBF) Repayment - Federal		LR 2051+	\$1,120,000,000	\$430,051,378	\$689,948,622	\$0,000	\$0,000
CST-SRTA	National Highway Performance Program (NHPP)		2022	\$2,162,058	\$1,729,646	\$432,412	\$0,000	\$0,000
CST-SRTA	National Highway Performance Program (NHPP)		2023	\$20,323,346	\$16,258,677	\$4,064,669	\$0,000	\$0,000
CST-SRTA	National Highway Performance Program (NHPP)		2024	\$13,404,760	\$10,723,808	\$2,680,952	\$0,000	\$0,000
CST-SRTA	National Highway Performance Program (NHPP)		2025	\$7,350,997	\$5,880,798	\$1,470,199	\$0,000	\$0,000
				\$3,913,078,766	\$1,685,480,383	\$1,919,796,079	\$277,481,110	\$30,321,194

SCP: Scoping PE: Preliminary engineering / engineering / design / planning PE-OV: GDOT oversight services for engineering ROW: Right-of-way Acquisition
 UTL: Utility relocation CST: Construction / Implementation ALL: Total estimated cost, inclusive of all phases



For additional information about this project, please call (404) 463-3100 or email transportation@atlantaregional.com.



Short Title

GA 400 HIGH CAPACITY PREMIUM TRANSIT SERVICE - PHASE 1 FROM NORTH SPRINGS MARTA STATION TO WINDWARD PARKWAY

GDOT Project No.

N/A

Federal ID No.

N/A

Status

Long Range

Service Type

Transit / Bus Capital

Sponsor

MARTA

Jurisdiction

Regional - North

Analysis Level

In the Region's Air Quality Conformity Analysis

Existing Thru Lane

N/A

LCI

☐

Planned Thru Lane

N/A

Flex

☐

Network Year

2050

Corridor Length

5.5 miles



Detailed Description and Justification

This project will provide high capacity premium transit service on the SR 400 corridor between the MARTA North Springs heavy rail station and Windward Parkway in Alpharetta.

Phase Status & Funding Information		Status	FISCAL YEAR	TOTAL PHASE COST	BREAKDOWN OF TOTAL PHASE COST BY FUNDING SOURCE			
					FEDERAL	STATE	BONDS	LOCAL/PRIVATE
PE	5307 Discretionary	AUTH	2006	\$4,216,560	\$763,203	\$0,000	\$0,000	\$3,453,357
ALL	New Starts		LR 2041-2050	\$335,000,000	\$117,250,000	\$0,000	\$0,000	\$217,750,000
				\$339,216,560	\$118,013,203	\$0,000	\$0,000	\$221,203,357

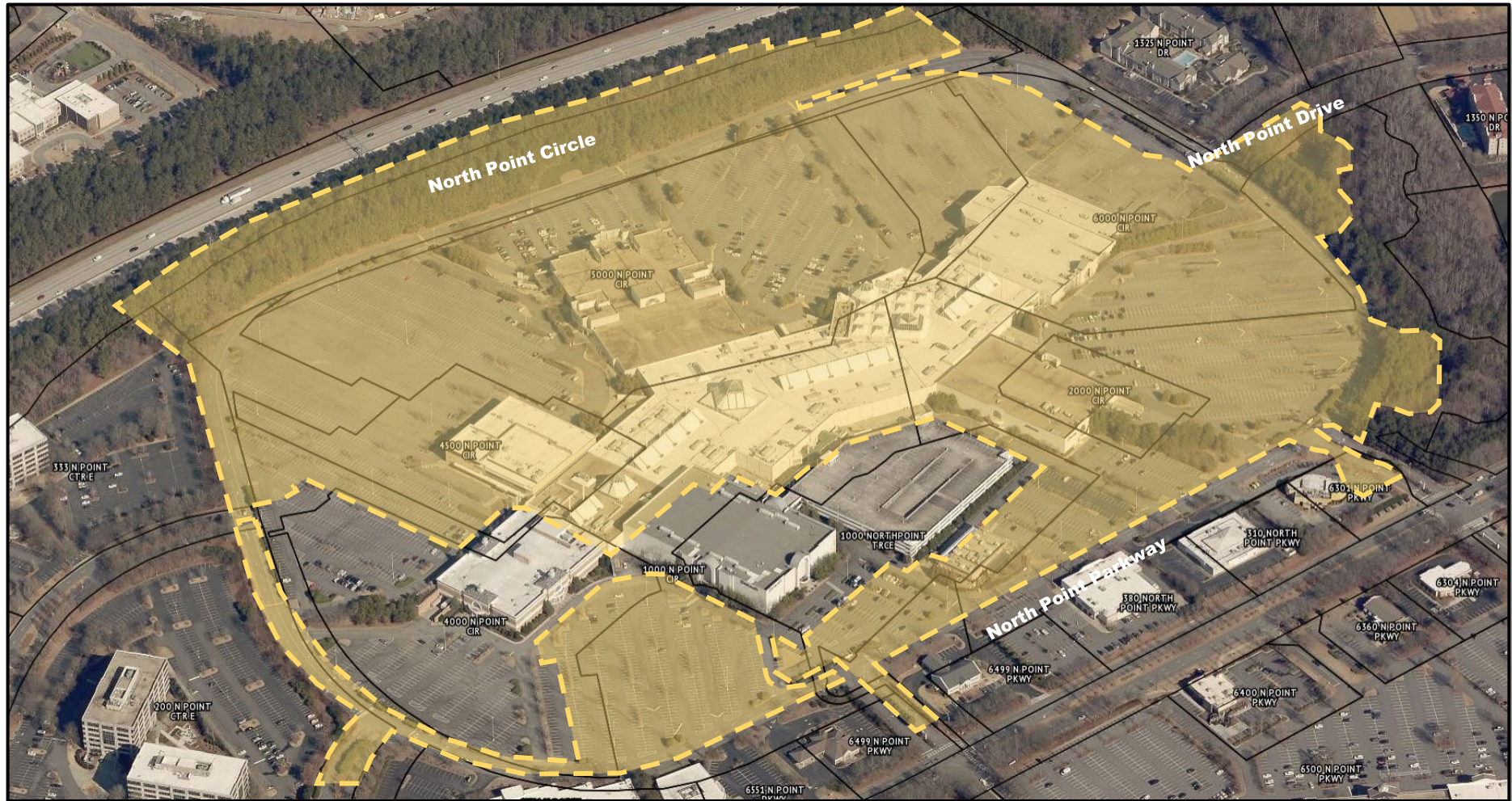
SCP: Scoping PE: Preliminary engineering / engineering / design / planning PE-OV: GDOT oversight services for engineering ROW: Right-of-way Acquisition
 UTL: Utility relocation CST: Construction / Implementation ALL: Total estimated cost, inclusive of all phases



For additional information about this project, please call (404) 463-3100 or email transportation@atlantaregional.com.



EXHIBIT A



EXHIBIT

B





01.28.2019



01.28.2019



2107

2105

01.28.2019



2103

01.28.2019



01.28.2019



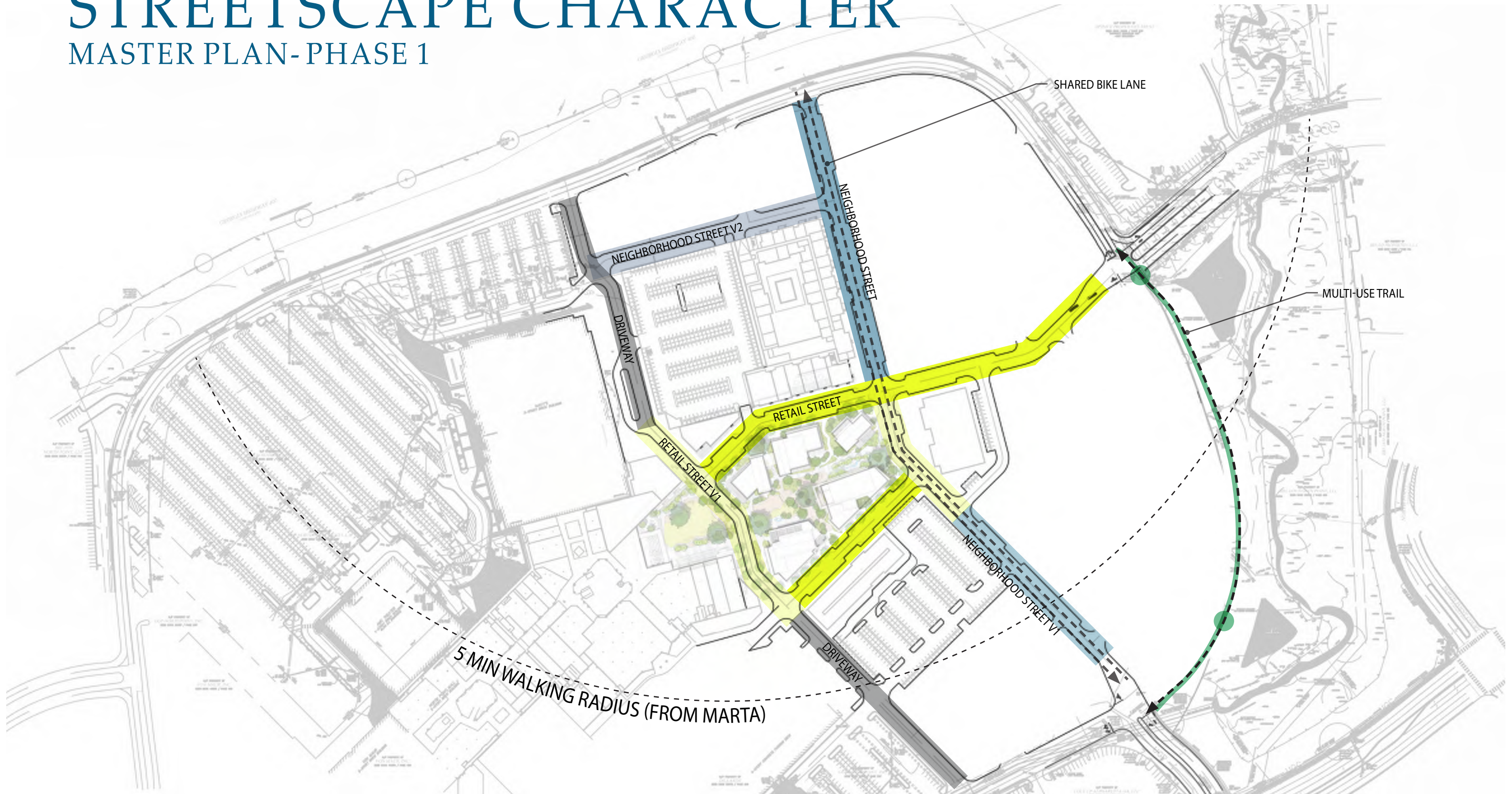
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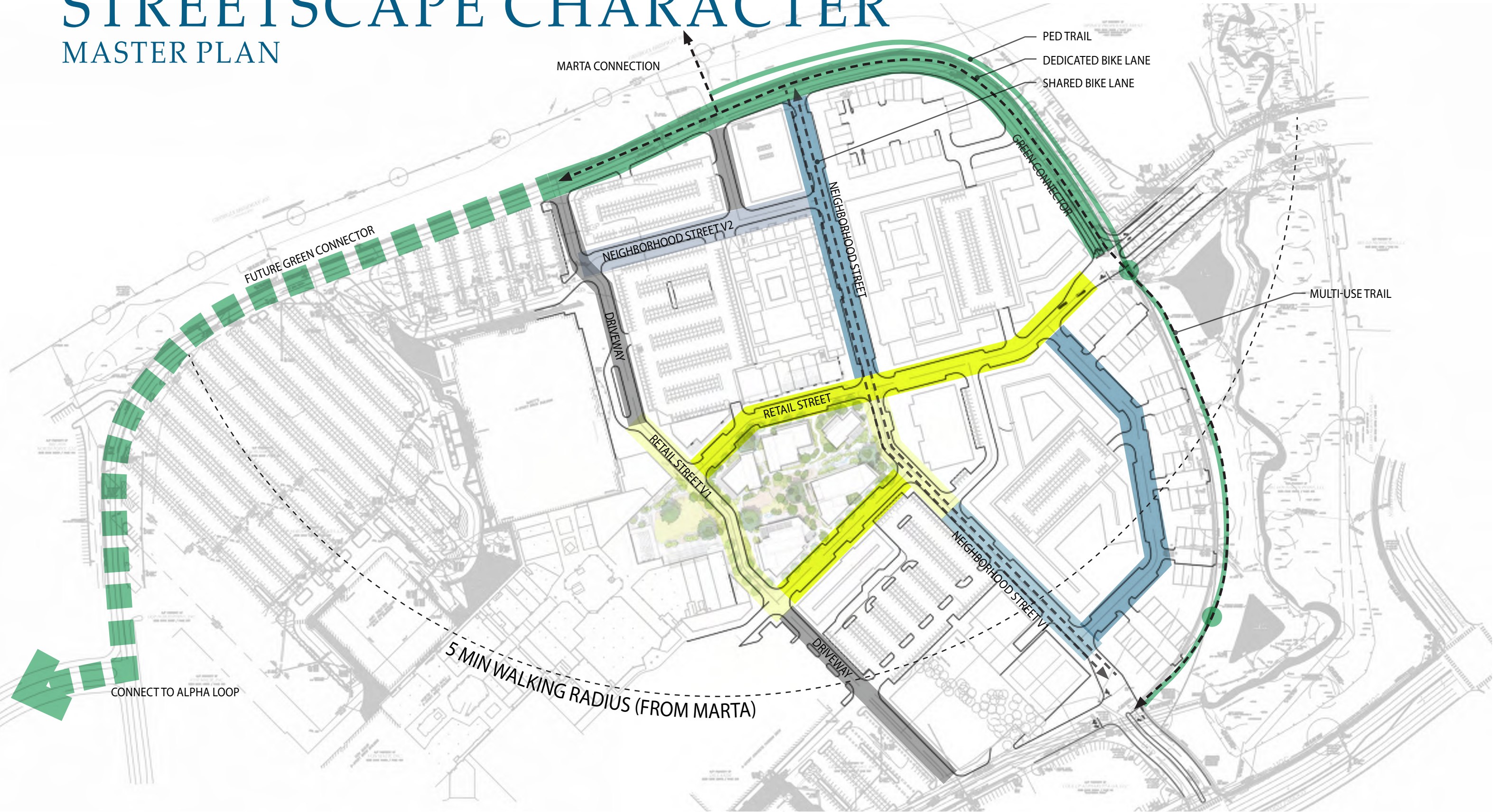
STREETSCAPE CHARACTER

MASTER PLAN-PHASE 1



STREETSCAPE CHARACTER

MASTER PLAN



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2nd Floor, Washington, DC 20001 | 301.588.4800



TRADE MARK



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REZONING APPLICATION EXHIBITS
NORTH POINT MALL - ALPHARETTA, GA

STREETSCAPE CHARACTER

STREET TYPES



GREEN CONNECTOR



NEIGHBORHOOD STREET



RETAIL CORE





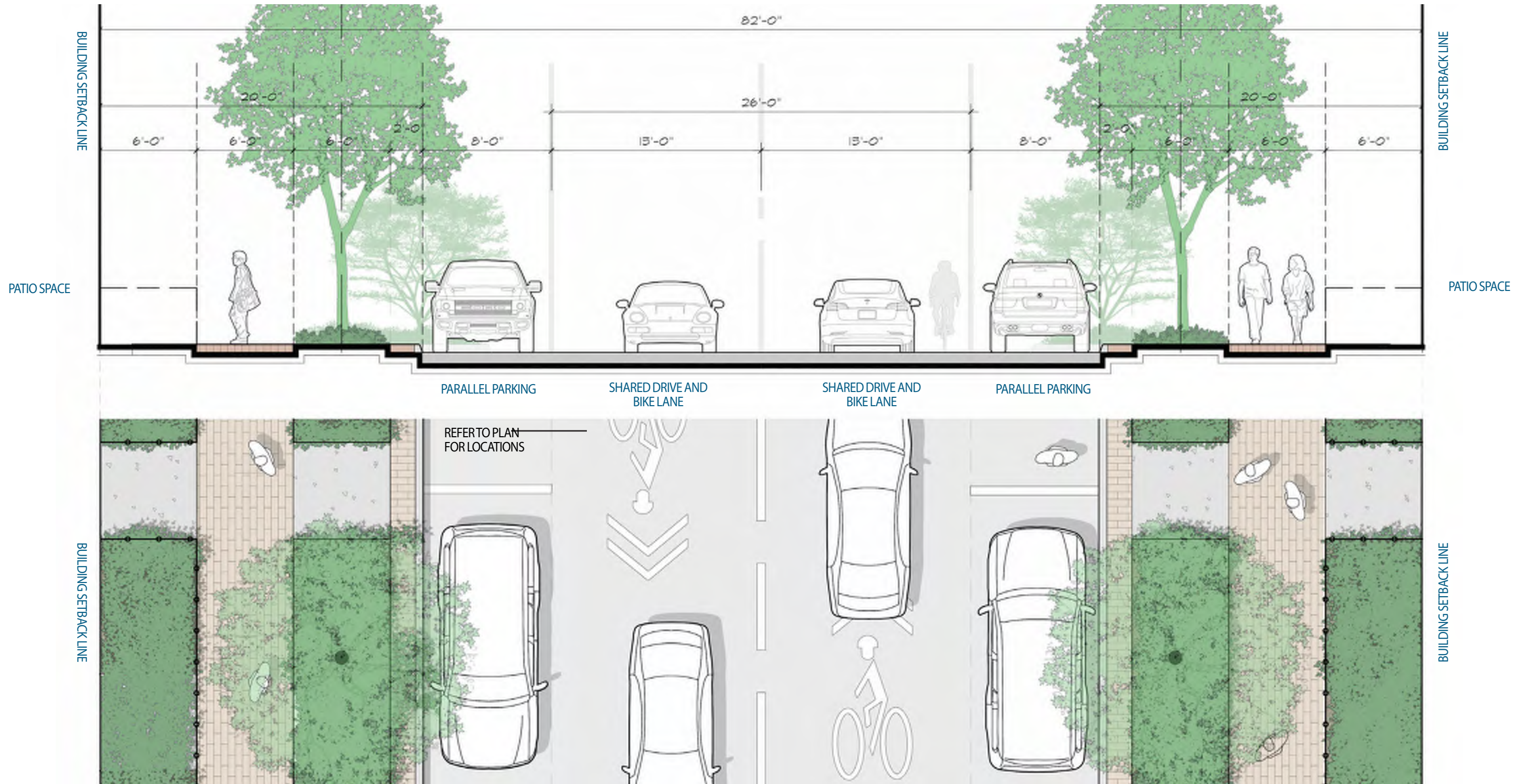
2.2

STREET SECTIONS

STREETSCAPE + OPEN SPACE

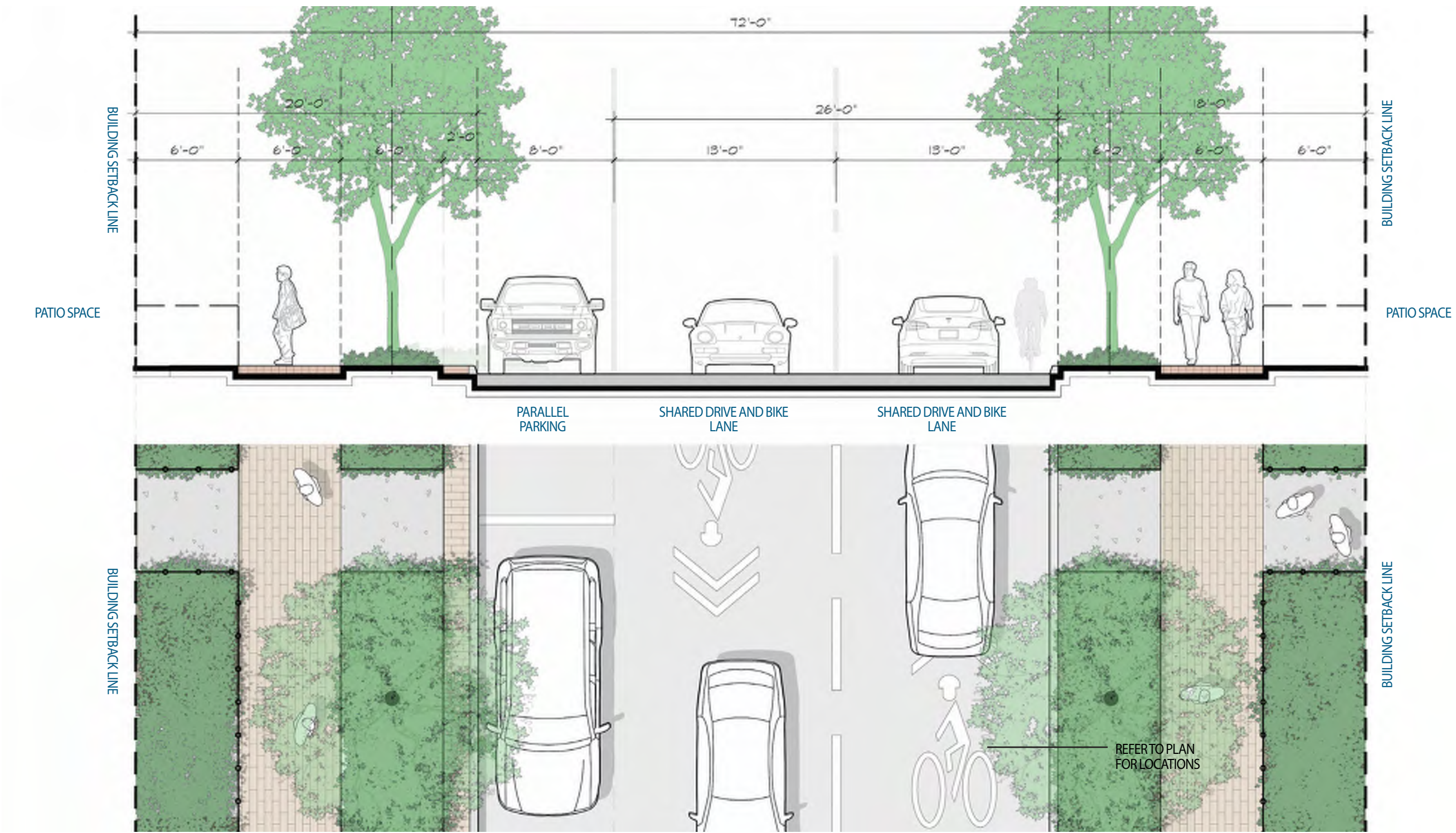
STREETSCAPE CHARACTER

STREET TYPES - NEIGHBORHOOD STREET



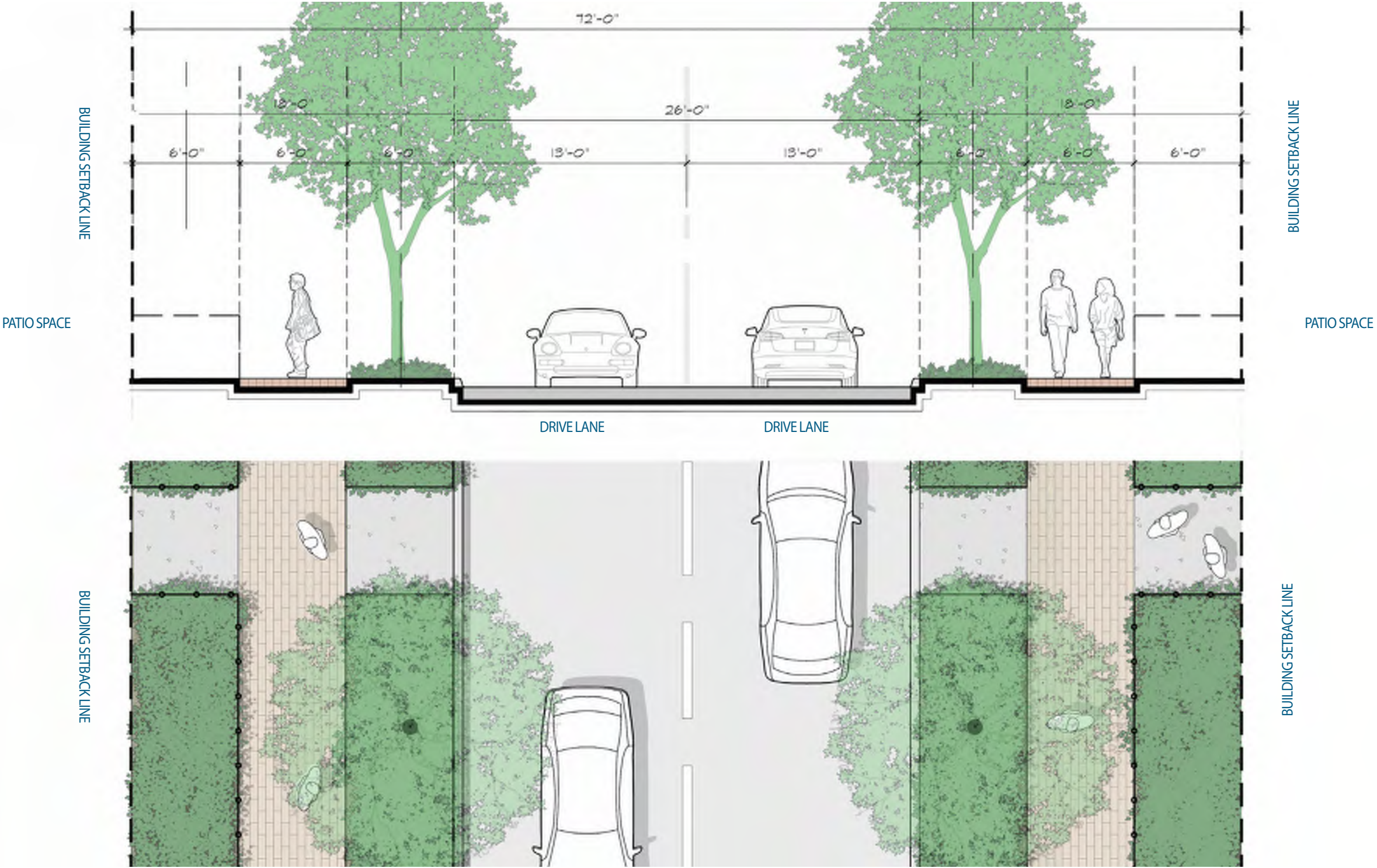
STREETSCAPE CHARACTER

STREET TYPES - NEIGHBORHOOD STREET V1



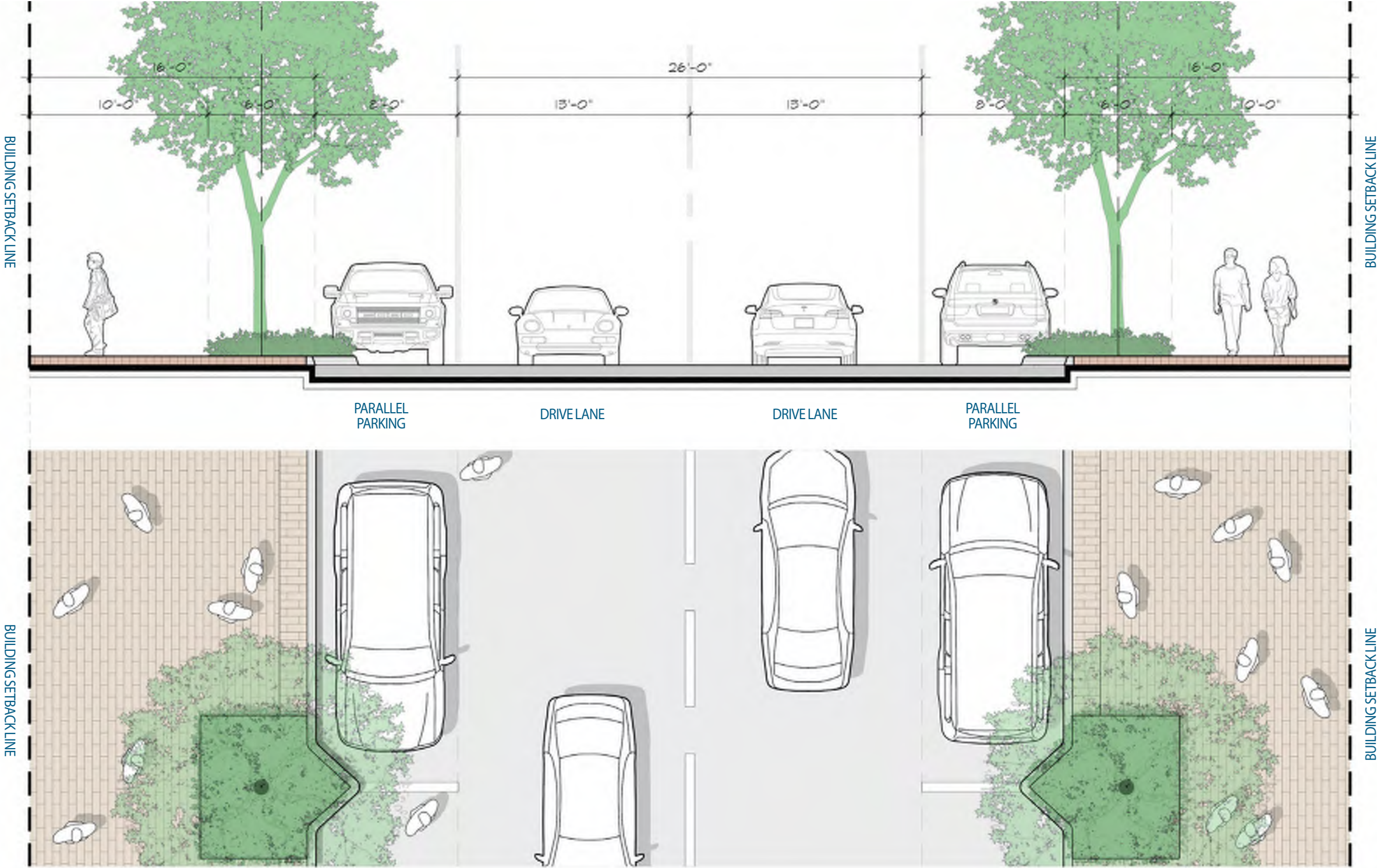
STREETSCAPE CHARACTER

STREET TYPES - NEIGHBORHOOD STREET V2



STREETSCAPE CHARACTER

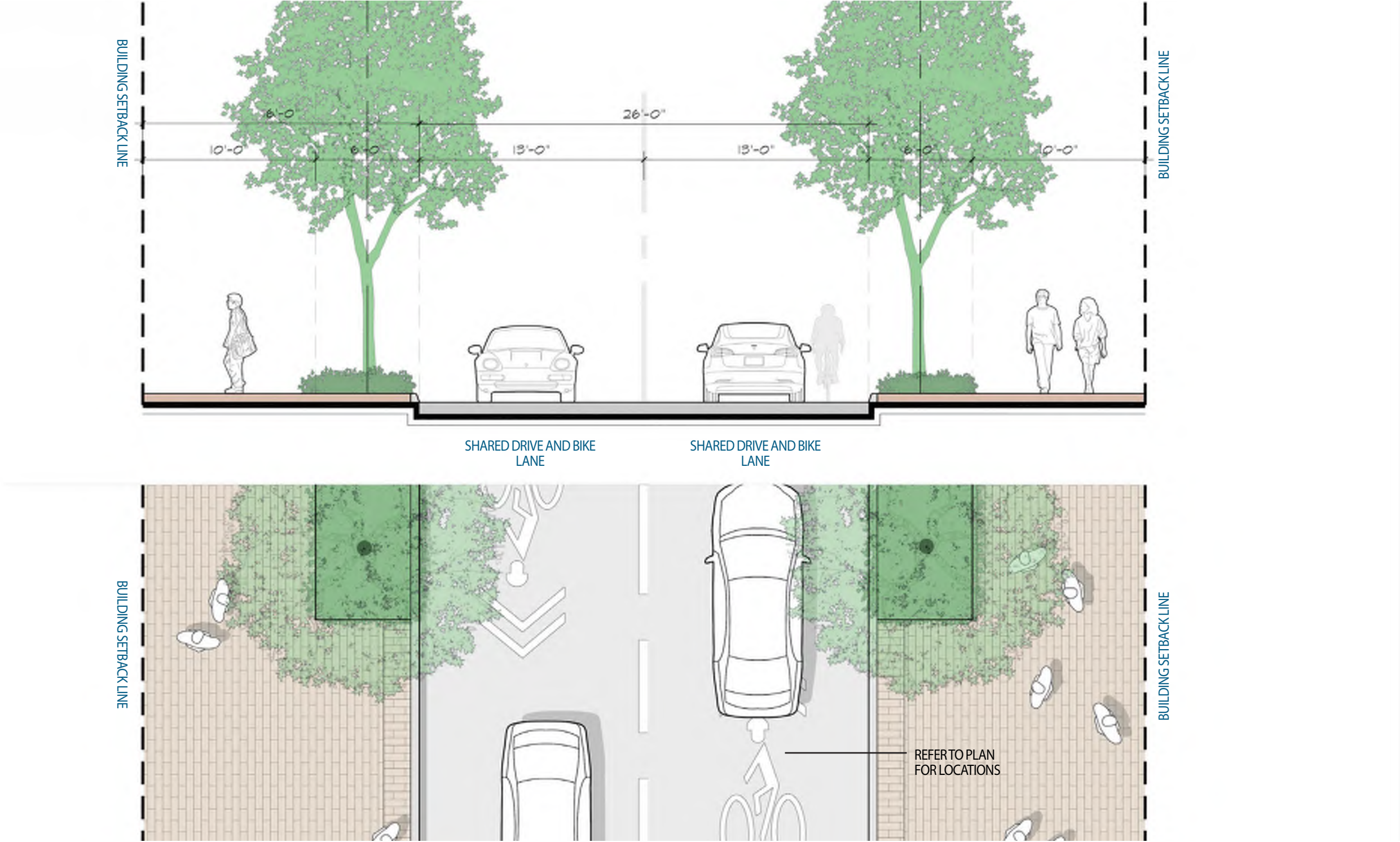
STREET TYPES - RETAIL STREET



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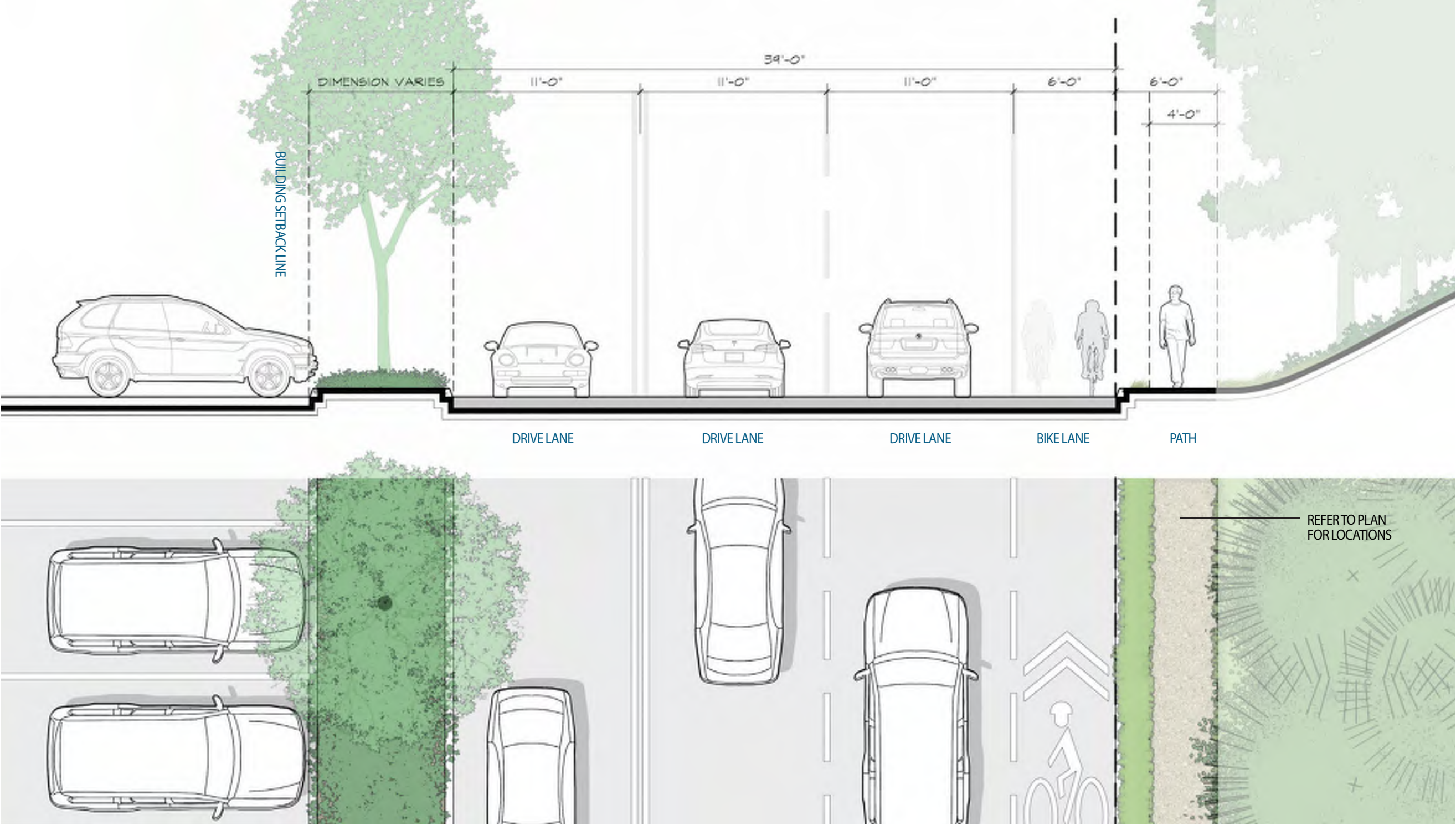
STREETSCAPE CHARACTER

STREET TYPES - RETAIL STREET V1



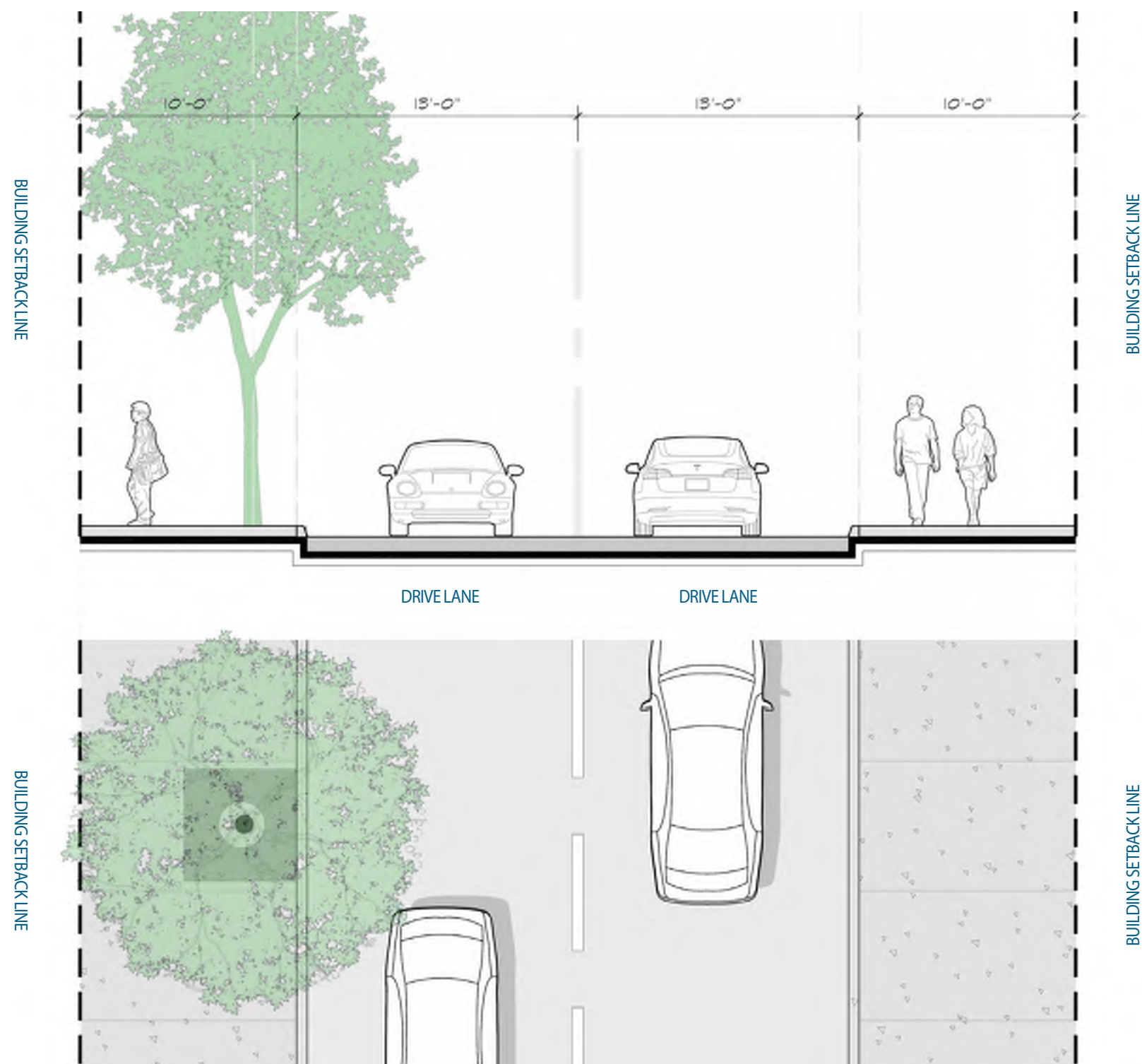
STREETSCAPE CHARACTER

STREET TYPES - GREEN CONNECTOR STREET



STREETSCAPE CHARACTER

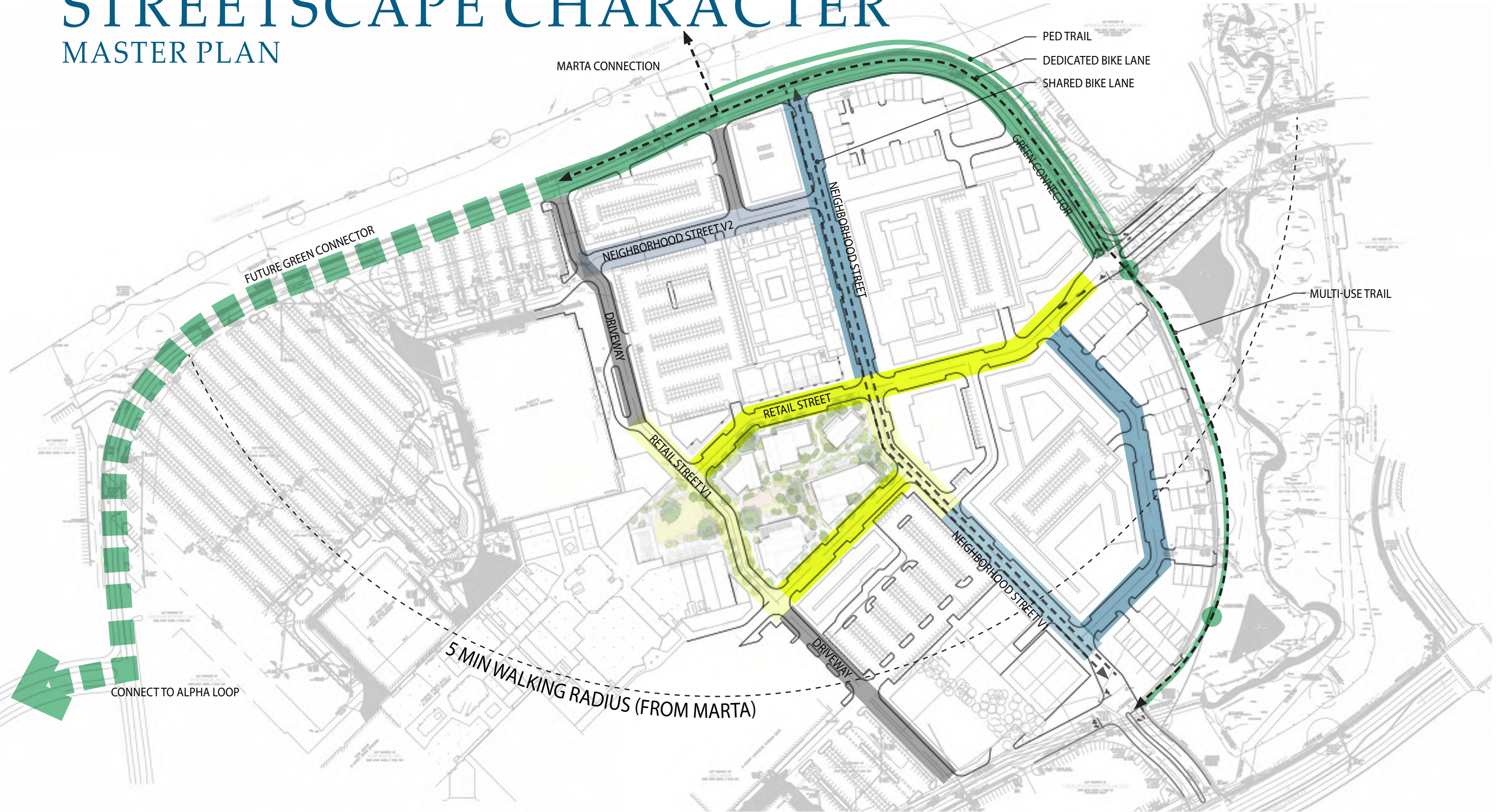
STREET TYPES - DRIVEWAY



STREETSCAPE CHARACTER

MASTER PLAN

Exhibit D



STREETSCAPE CHARACTER

STREET TYPES



GREEN CONNECTOR



NEIGHBORHOOD STREET



RETAIL CORE



EACH ZONE WILL MEET OR EXCEED THE POINT TOTAL REQUIRED BY THE UDC SECTION 2.10 - NORTH POINT OVERLAY. EXCESS POINTS IN ANY ZONE MAY BE APPLIED TO FUTURE ZONES.

ESTIMATE ECODISTRICT POINT ACHIEVEMENT

ZONE 1

- NATIONAL GREEN BUILDING STANDARD (MF BUILDING)
- WATER EFFICIENCY IN BUILDING DESIGN (NEW RETAIL BUILDINGS)
- BIO-RETENTION
- SUSTAINABLE LANDSCAPING
- ENHANCED BICYCLE AMENITIES

ZONE 2

- NATIONAL GREEN BUILDING STANDARD (MF BUILDING)
- WATER EFFICIENCY IN BUILDING DESIGN (NEW RETAIL BUILDINGS)
- BIO-RETENTION
- SUSTAINABLE LANDSCAPING
- ENHANCED BICYCLE AMENITIES

ZONE 3

- WATER EFFICIENCY IN BUILDING DESIGN (NEW RETAIL BUILDINGS)
- BIO-RETENTION
- SUSTAINABLE LANDSCAPING
- ENHANCED BICYCLE AMENITIES

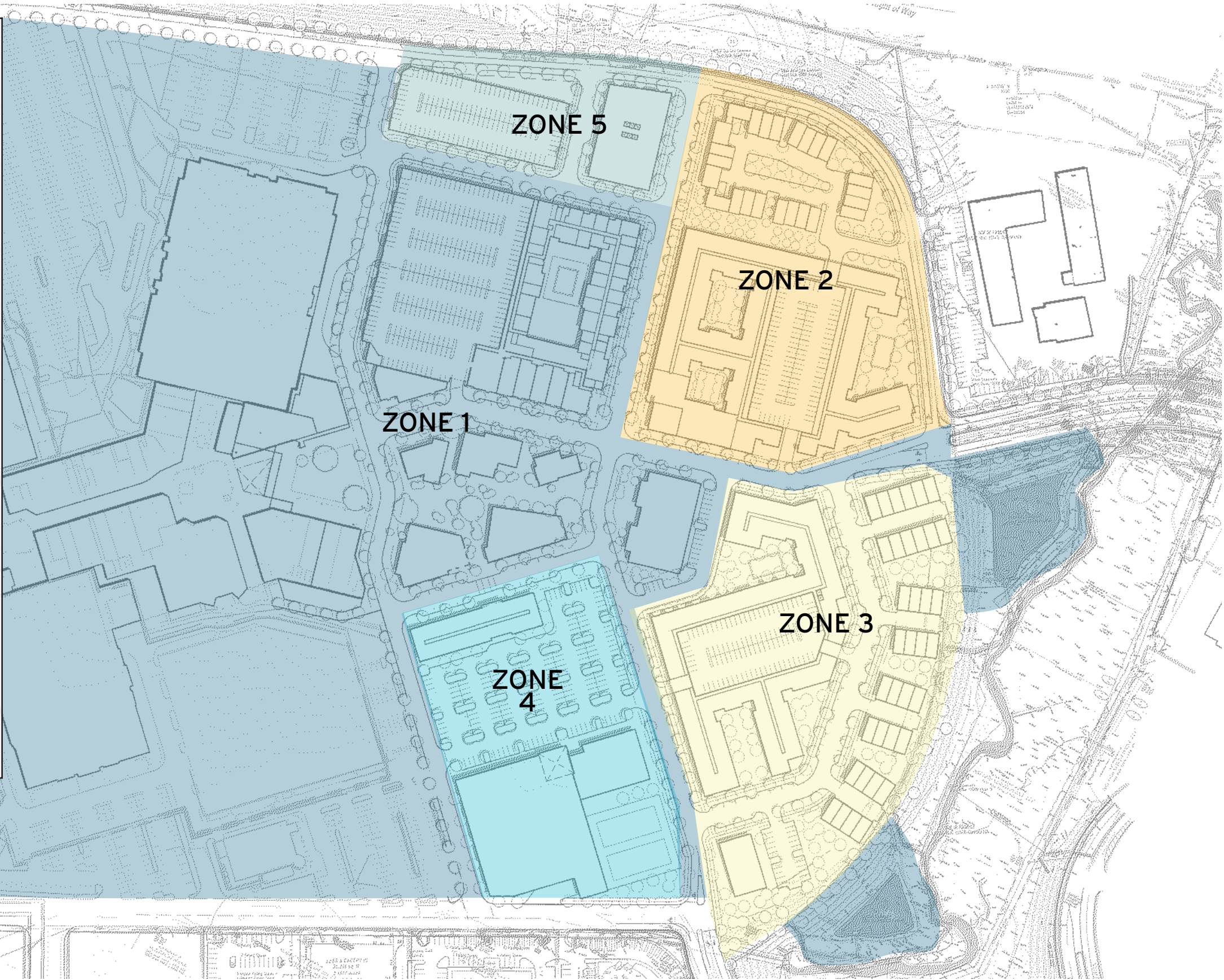
ZONE 4

- WATER EFFICIENCY IN BUILDING DESIGN (NEW RETAIL BUILDINGS)
- BIO-RETENTION
- SUSTAINABLE LANDSCAPING
- ENHANCED BICYCLE AMENITIES

ZONE 5

- WATER EFFICIENCY IN BUILDING DESIGN (NEW RETAIL BUILDINGS)
- BIO-RETENTION
- SUSTAINABLE LANDSCAPING
- ENHANCED BICYCLE AMENITIES

ESTIMATED 39 TOTAL ECODISTRICT POINTS



STORM WATER PARK

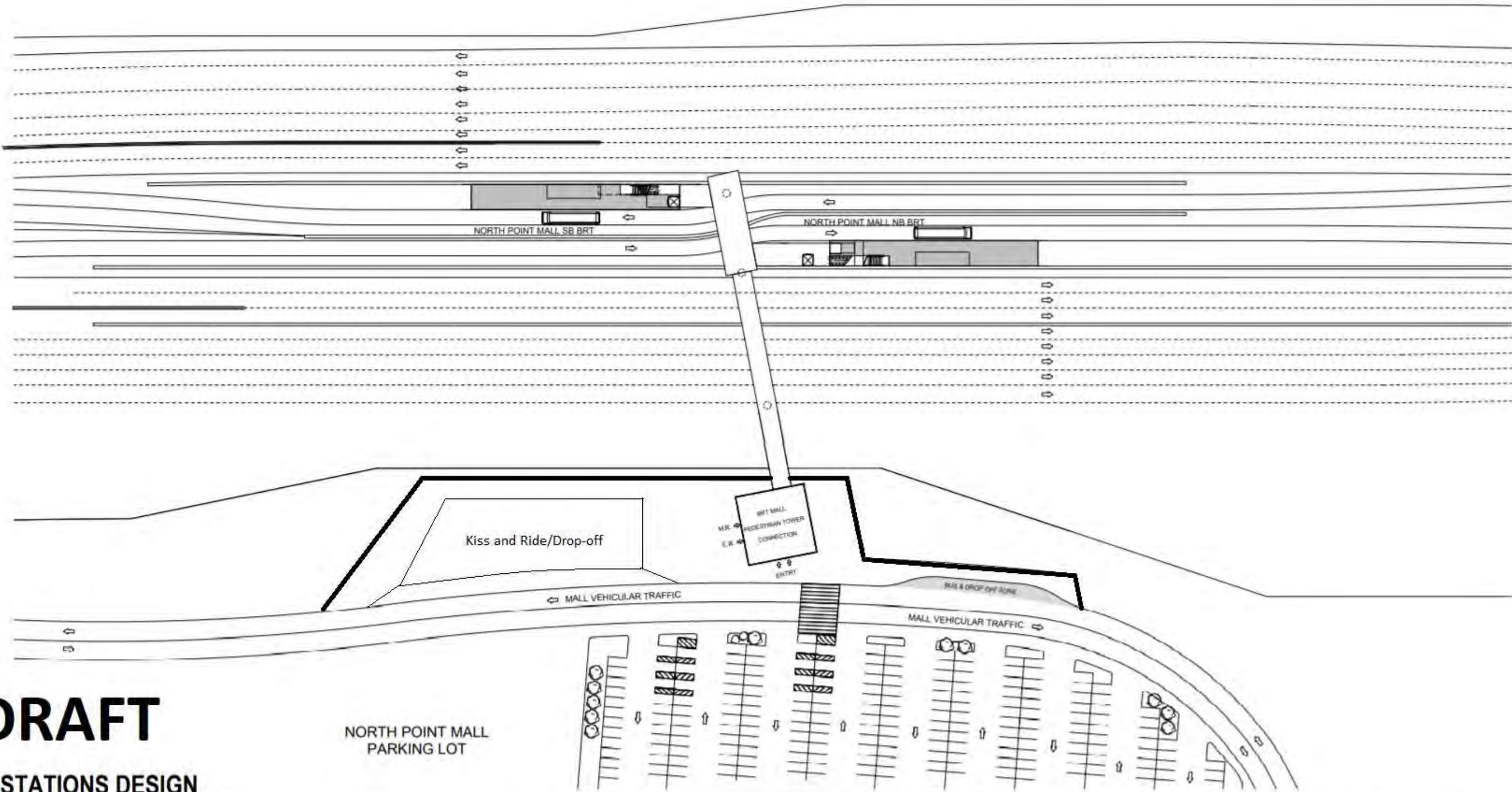
TRAIL + OVERLOOK



EXHIBIT G

NOTES

1. FOR GENERAL NOTES, ABBREVIATIONS, SYMBOLS, AND LEGENDS, SEE DRAWING A888



DRAFT

15% STATIONS DESIGN

								DESIGNED BY Designer	 GEORGIA 400 METROPOLITAN ATLANTA RAPID TRANSIT AUTHORITY	GEORGIA 400 BRT STATION ALTERNATIVE E1 NORTH POINT MALL SITE PLAN		CONTRACT NO.			
								DRAWN BY Author				DRAWING NO. A2 101	REV		
								CHECKED BY Checker				 425 Market Street 17th Floor San Francisco, CA 94103 TEL (415) 243-4800		SCALE 1" = 40' 0"	
								IN CHARGE Approver						SHEET NO.	
REV	DATE	BY	APP	REG. NO.	EXPRES	SEAL HOLDER	DESCRIPTION	DATE 01/24/2019							

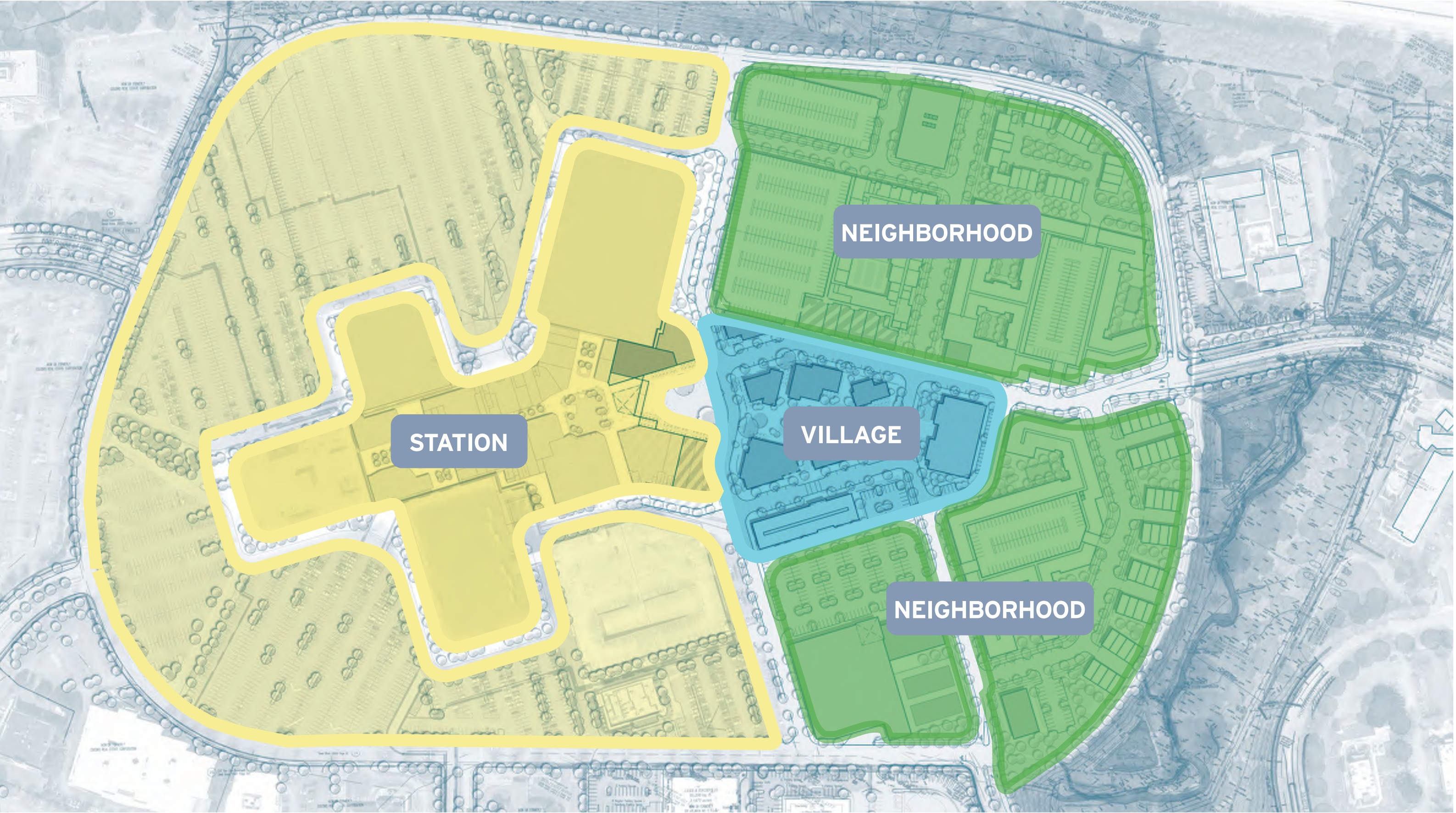


Exhibit H

4.1

DESIGN STANDARDS

URBAN DESIGN ZONES



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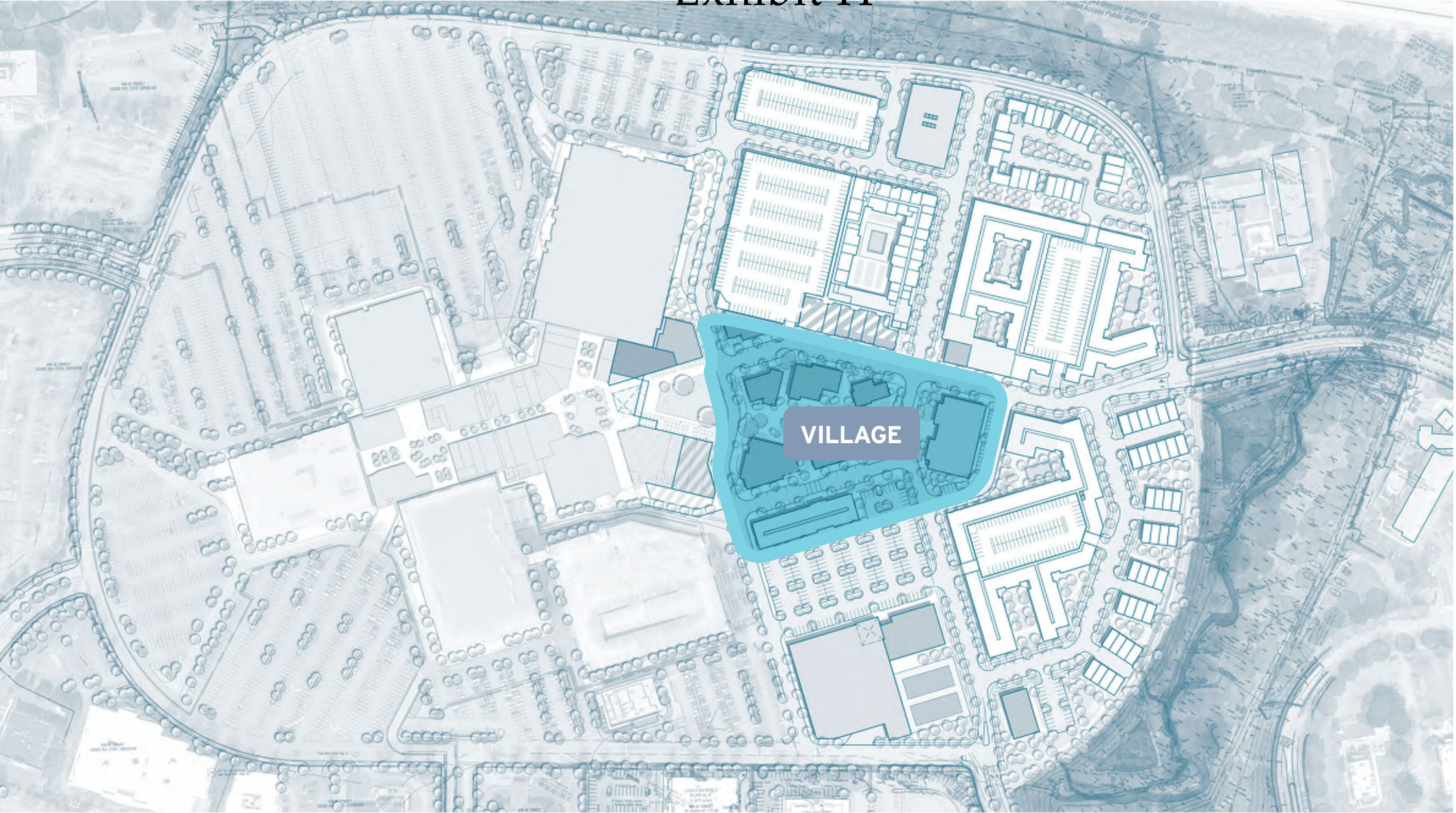
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REZONING APPLICATION EXHIBITS
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VILLAGE Exhibit H

COMMON THREADS

ADAPTED HERITAGE BUILDINGS

Every Great Place has a Back-Story. This is especially true at the heart of great places, where a sense of the root from which the town sprung is often present. It is a wonderful design narrative to establish founding buildings or built remnants in the composition. The visual ambiance of old and new together, creates an accessible, funky, and romantic experience.



KETTLE BLACK - LOS ANGELES



ECCLESTON YARDS - LONDON



TKISTVILI COMPLEX - TBILISKI



DTLA ARTS DISTRICT - LOS ANGELES

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REZONING APPLICATION EXHIBITS
NORTH POINT MALL - ALPHARETTA, GA

VILLAGE COMMON THREADS

Exhibit H

MODERN FARM INDUSTRIAL

A Complementary element of a successful back-story is one that propels the environment towards present-day considerations of aesthetics, tenant flexibility, and timelessness adaptation to change. The use of Farm industrial detailing here connotes agriculture, and a hand-crafted “farm to table” ambiance, integrating well with Food and Beverage, Landscape and special moments rooted in the region. The North Point Overlay refers to this approach as Eclectic Industrial Vernacular.



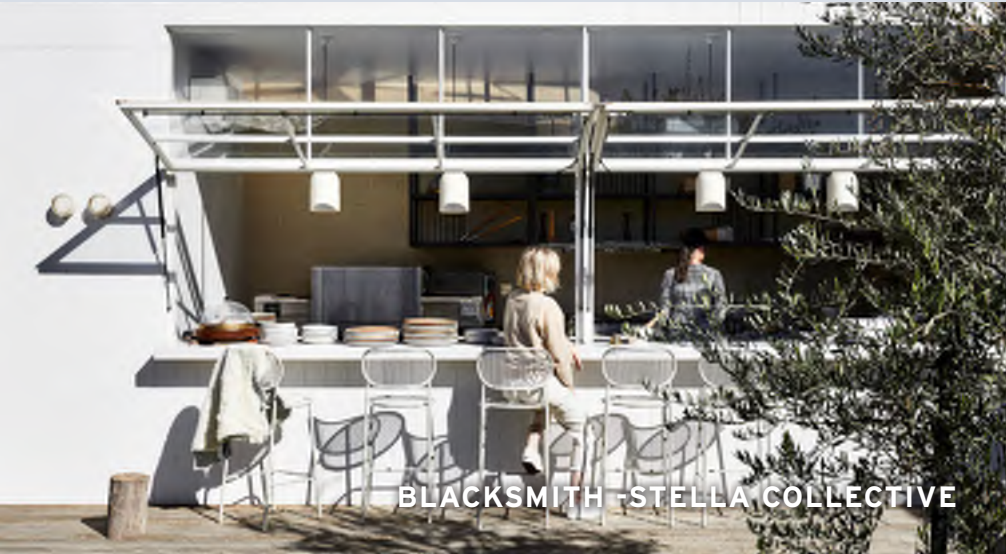
HEIGHTS MERCANTILE - HOUSTON



HEIGHTS MERCANTILE - HOUSTON



ONE PASEO - SAN DIEGO



BLACKSMITH - STELLA COLLECTIVE

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REZONING APPLICATION EXHIBITS
NORTH POINT MALL - ALPHARETTA, GA

DESIGN STANDARDS **Exhibit H**

VILLAGE

BUILDING DESIGN

EACH VILLAGE RETAIL BUILDING WORKS TOWARDS ITS OWN DESIGN IDENTITY AS PART OF A COLLECTION.

What follows are some inspirations for our Conceptual Approach - understanding these will also be influenced by Retail Leasing to marry well with the various tenants who will occupy the spaces.

The intent within the Village architectural collection is a series of expressions that create a sense of having been organically built over time. Materials and massing will create a cohesive yet unique composition of buildings that hold together as one Village.

Village buildings should have variety in height and reinforce the Pedestrian experience by encouraging outdoor patios, creating covered outdoor space, and framing public space view corridors.



+ ENCOURAGED

Unique and well designed buildings with a cohesive yet varied mix of materials and style vernacular.

Curated building types with some shared material types and detailing, including generous covered porch expressions.

- DISCOURAGED

Random mix of aesthetics with no intention.

Extreme variety in styles, colors or overly ornate designs that don't fit the context of the development at large.

DESIGN STANDARDS

VILLAGE

Exhibit H

“HOMESTEAD” BUILDINGS

The spirit of the modern farmhouse is expressed using honest and simple materials. The intention is to evoke a sense of clean contrasted tones with subtle crisp detailing that harkens back to southern homes of the region.



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NORTH POINT MALL - ALPHARETTA, GA

DESIGN STANDARDS

VILLAGE

Exhibit H

STABLES BUILDING

Approaching the Village Corner from the east, a smaller structure reminiscent of a stables building welcomes visitors. Gardens and covered porches extend this building's presence on all sides.



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DESIGN STANDARDS

VILLAGE

Exhibit H

DISTILLERY BUILDING

The ambiance of an Agribusiness Operation is expressed in a Modern Barn Structure we conceptually refer to as the Distillery. Grand indoor/outdoor spaces, social energy, and Food, Beverage and Entertainment opportunities abound in this Village anchor structure (with its own central garden.)



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EYE LEVEL CONCEPTUAL VIEW - VILLAGE-DISTILLERY BUILDING

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TRADEMARK



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REZONING APPLICATION EXHIBITS
NORTH POINT MALL - ALPHARETTA, GA

DESIGN STANDARDS VILLAGE

Exhibit H

STOVE HOUSE BUILDING

While the Homestead Structure is inspired by an adapted residence, the Stovehouse stands across from it is a village element inspired by kitchen buildings, bakeries, mills and structures where food is produced. This building also lends itself to two-story massing with dining overlooking the village public spaces.



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EYE LEVEL CONCEPTUAL VIEW - VILLAGE -STOVE HOUSE BUILDING

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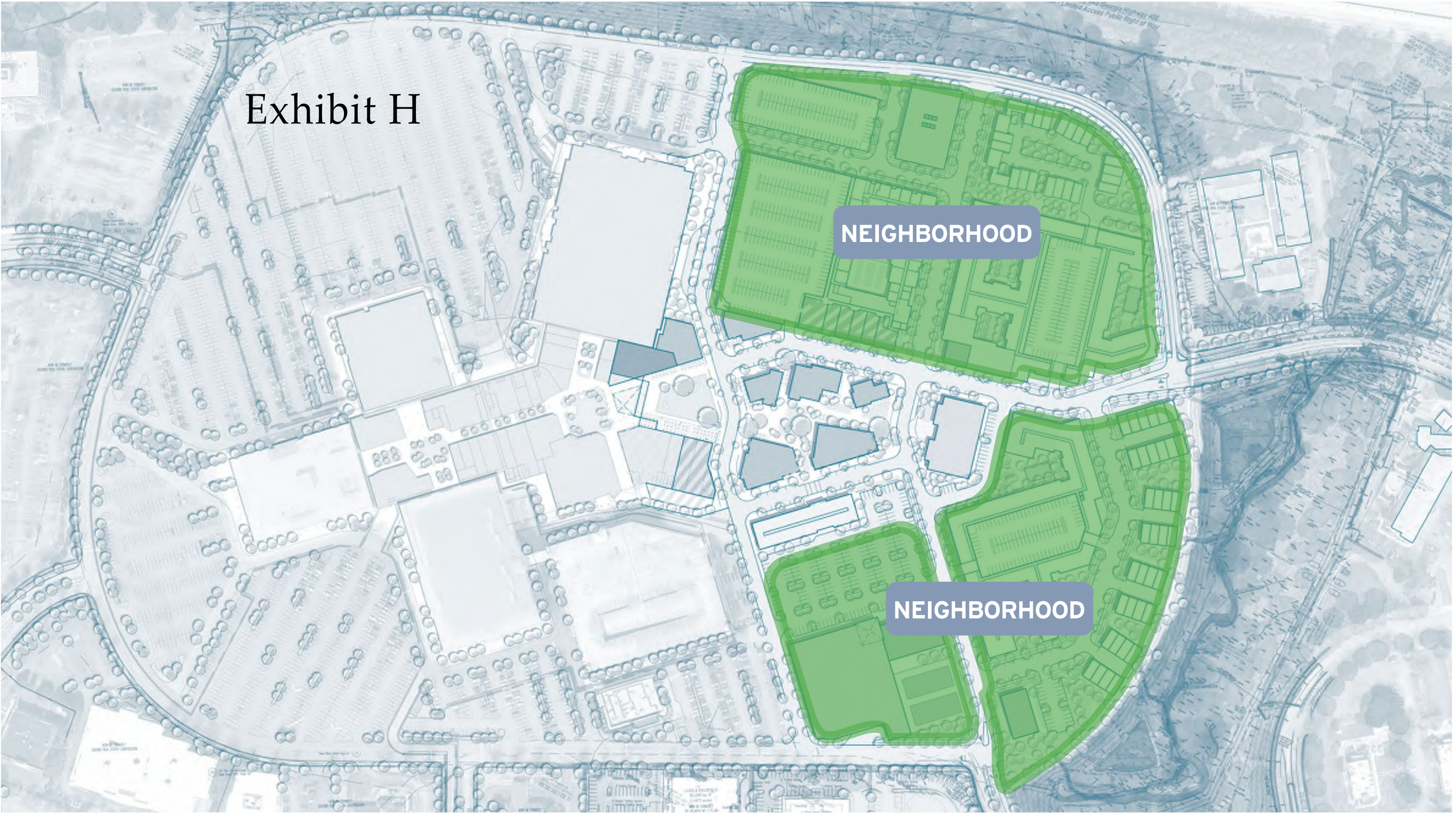


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REZONING APPLICATION EXHIBITS
NORTH POINT MALL - ALPHARETTA, GA

MASTER PLAN - NEIGHBORHOOD ZONE

Exhibit H



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REZONING APPLICATION EXHIBITS
NORTH POINT MALL - ALPHARETTA, GA



NEIGHBORHOOD COMMON THREADS

Exhibit H

NEIGHBORHOOD RESIDENTIAL

The Residences of north point will express active living and style in a neighborhood where the greatest amenity is being connected to a social village environment with many things to do both day and night. Both Regional Inspiration and nuanced modern details will inspire the design of Buildings that make Great Streets, Courtyards, and Public Spaces.



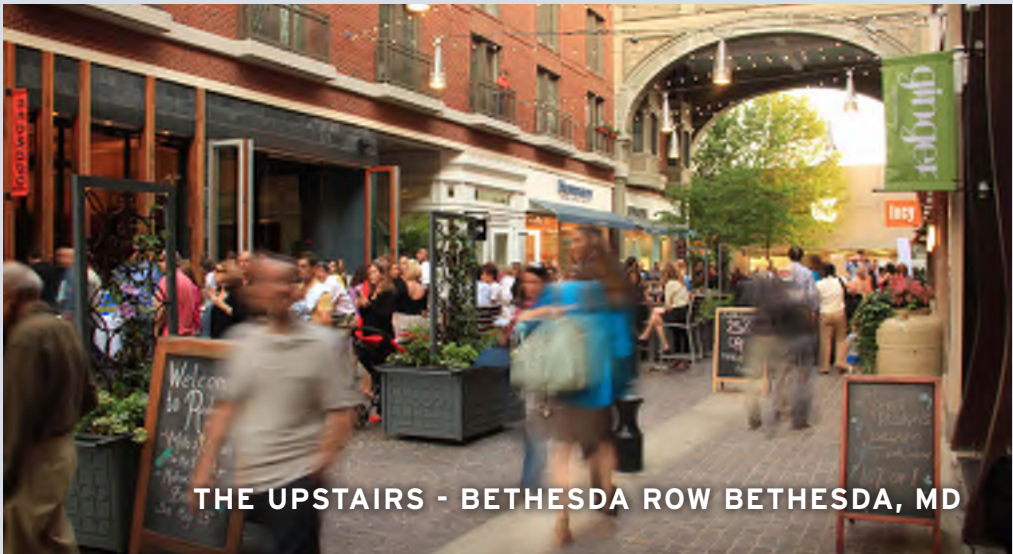
ARROWWOOD NORTH BETHESDA, MD



BANNER HILL - BALTIMORE, MD



360 H STREET - WASHINGTON DC



THE UPSTAIRS - BETHESDA ROW BETHESDA, MD

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REZONING APPLICATION EXHIBITS
NORTH POINT MALL - ALPHARETTA, GA

NEIGHBORHOOD COMMON THREADS

Exhibit H

COMMUNITY ACTIVATION

Great Neighborhoods are activated by the residents who utilize public spaces intuitively. Community stakeholders will be invited to sponsor events that are unique and relevant, while a series of creative elements will help people find their own space. Such ever-changing walkable places promote happiness and wellness.



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REZONING APPLICATION EXHIBITS
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NEIGHBORHOOD COMMON THREADS

Exhibit H

MULTI MODAL CONNECTIVITY

A central focus to redeveloping North Point Mall will be planning for Multi-modal Connections to the site. Route 400 is planned for a new Marta Station that will promote transit-based access. Meanwhile the “Alphaloop” is set to create regional connections, Eco-Districts, and a substantial Storm-Water Park on the south edge of the site.



4TH WARD PARK - ATLANTA



MARTA STATION - SANDY SPRINGS



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REZONING APPLICATION EXHIBITS
NORTH POINT MALL - ALPHARETTA, GA

NEIGHBORHOOD COMMON THREADS

Exhibit H

STOREFRONTS AND SIDEWALKS

The Sidewalk environment is brought to life through artful expression of tenant identity in Storefronts, Signage, Outdoor Seating, Merchandising and more. Varied landscape and street furnishings will set off each block with a sense of uniqueness throughout the neighborhood.



PIKE AND ROSE - ROCKVILLE



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REZONING APPLICATION EXHIBITS
NORTH POINT MALL - ALPHARETTA, GA

NEIGHBORHOOD DESIGN STANDARDS

BUILDING DESIGN

NEIGHBORHOOD ARCHITECTURAL MASSING EXPRESSES AN AUTHENTIC AND VARIED URBAN FACADE INCREMENT, SO AS TO PROMOTE A TIMELESS MAIN STREET AMBIANCE OF MODERN AND TRADITIONAL DETAILING COMBINED WITHIN THE BLOCKS.

The intention behind scalable Urban Facade Increments is to create a balanced and articulated series of street walls that create organic and textured streets.

Buildings should be visually articulated with respect to pedestrian interest and site lines. Also, due to the storefront flexibility needed on Retail Streets, ground-floor portions of facades can utilize independent facade rhythms (when needed) to express the vibrant line up on businesses at their base.

Building massing on longer blocks should encourage a variety of facade setbacks and material approaches as practical (to be generally perceived as a series of buildings rather than one large “super block.”



Exhibit H

+ ENCOURAGED

High-quality articulated facades with a cohesive yet varied mix of materials and fenestration rhythms.

Curated building material palette with varied massing and bold features.

- DISCOURAGED

Random mix of facade approaches and materials with no sense of project curation.

Extreme variety in styles, colors or overly ornate designs that don't fit the context of the development at large.



Exhibit H



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REZONING APPLICATION EXHIBITS
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AERIAL CONCEPTUAL VIEW -PHASE 1 MULTI-FAMILY MIXED-USE

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REZONING APPLICATION EXHIBITS
NORTH POINT MALL -ALPHARETTA,GA

MASTER PLAN -STATION ZONE

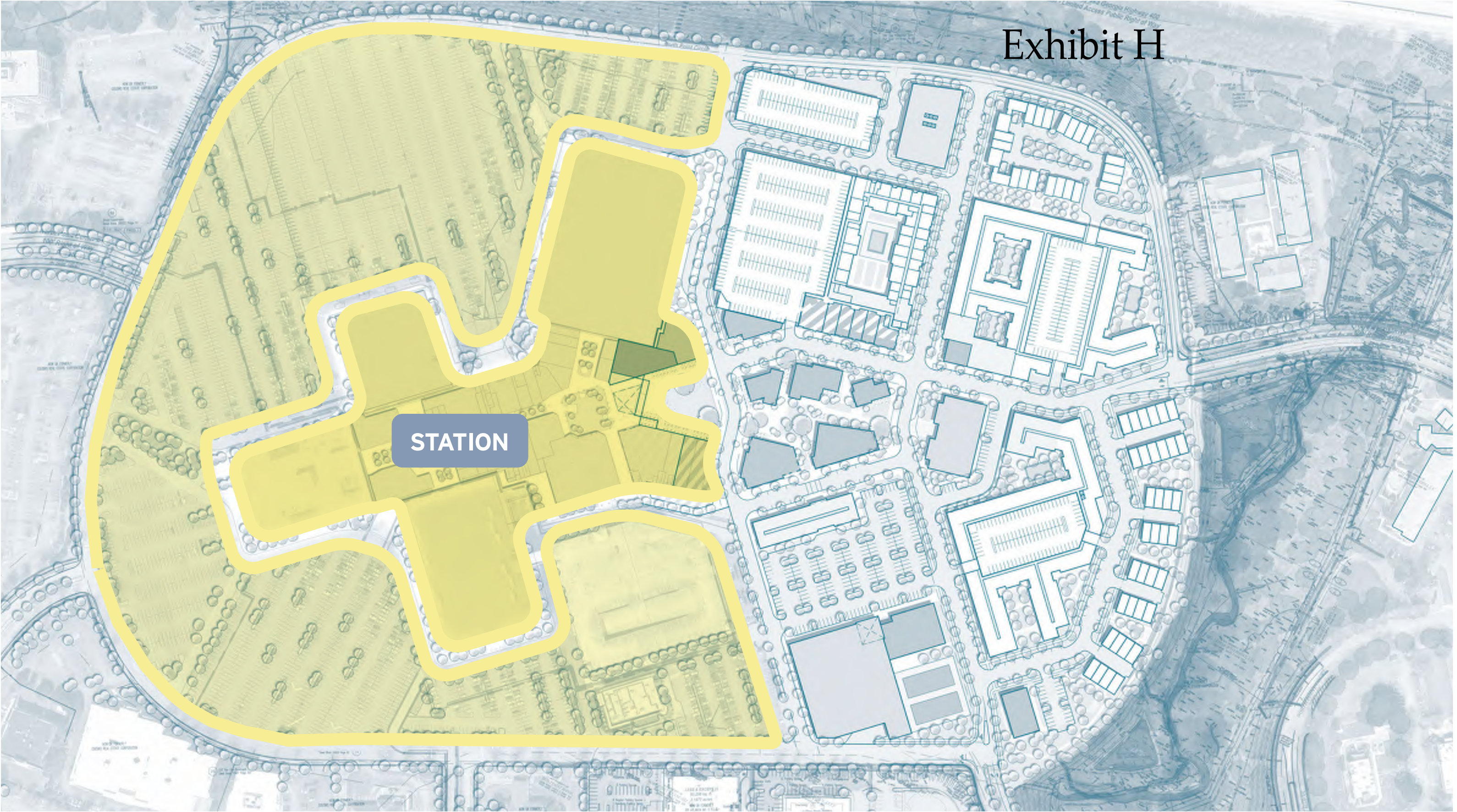


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REZONING APPLICATION EXHIBITS
NORTH POINT MALL - ALPHARETTA, GA



STATION DESIGN STANDARDS

Exhibit H

BUILDING DESIGN

OUR VISION FOR BRIDGING THE NEW MALL EAST ENTRY THRESHOLD AND EVENT PLAZA WITH THE VILLAGE AND NEIGHBORHOOD BLOCKS WILL BE ACHIEVED THROUGH SEAMLESS AND THOUGHTFUL ACTIVATION OF OPEN SPACE AND CONSISTENT INDOOR/OUTDOOR STOREFRONT EMPHASIS THROUGHOUT.

The Station is our Conceptual nomenclature for the new East Mall Entry Threshold - which reflects its scale and purpose in the Urban Design story for the Village. The Station embraces the main gathering lawn. Bringing a mix of well programmed tenants, flexible outdoor space and an iconic experience that not only announces the mall entry but hosts a series of potential activities that vary from concerts to seasonal festivals and farmers markets, art fairs, ice skating, and more.



+ ENCOURAGED

Unique and well designed facades with a cohesive yet varied mix of materials and styles.

Curated building types with varied massing and simple

- DISCOURAGED

Random mix of aesthetics with no intention.

Extreme variety in styles, colors or overly ornate designs that don't fit the context of the development at large.



DESIGN STANDARDS STATION

Exhibit H

PLATFORM

Shopping malls often share much in common with train stations in their structuring of space. Yet the new east face of north point is inspired by other grand elements of city stations like civic steps, platform canopies and gateway moments.



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REZONING APPLICATION EXHIBITS
NORTH POINT MALL - ALPHARETTA, GA

DESIGN STANDARDS

STATION

Exhibit H

GREAT PORCH

A seamless transition between mall conditioned space and the outdoor environment is made through a transition zone called the great porch. The objective is to diminish the importance (and barriers) of the front doors itself.



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REZONING APPLICATION EXHIBITS
NORTH POINT MALL - ALPHARETTA, GA

EYE LEVEL CONCEPTUAL VIEW -STATION (NEW EAST MALL ENTRANCE)

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REZONING APPLICATION EXHIBITS
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EYE LEVEL CONCEPTUAL VIEW -STATION (NEW EAST MALL ENTRANCE)

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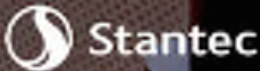
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REZONING APPLICATION EXHIBITS
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EYE LEVEL CONCEPTUAL VIEW -STATION (NEW EAST MALL ENTRANCE)

Exhibit H





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REZONING APPLICATION EXHIBITS
NORTH POINT MALL -ALPHARETTA,GA





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REZONING APPLICATION EXHIBITS
NORTH POINT MALL -ALPHARETTA,GA



Exhibit H

4.2

DESIGN STANDARDS

FACADE + RETAIL + SIGNAGE GUIDELINES

FACADE + STOREFRONT MATERIALS

Exhibit H

FACADES & STOREFRONTS

Each building will be provided with the opportunity to uniquely display identity, while also establishing the building's character at street level. The choice of material is a key component of creating an inviting mixed use environment that reflects the character of North Point's brand. The architecture should achieve a high-quality design by using durable materials, while providing a high degree of care to create character, identity and uniqueness. Wood, metal, stone, cast stone, concrete, and high quality cementitious board products are recommended materials. Similarly, durable, smooth exterior grade hardwoods, and other fire resistive materials, are acceptable materials. Opaque, smoked, or reflective glass should only be used for accent / spandrel elements.

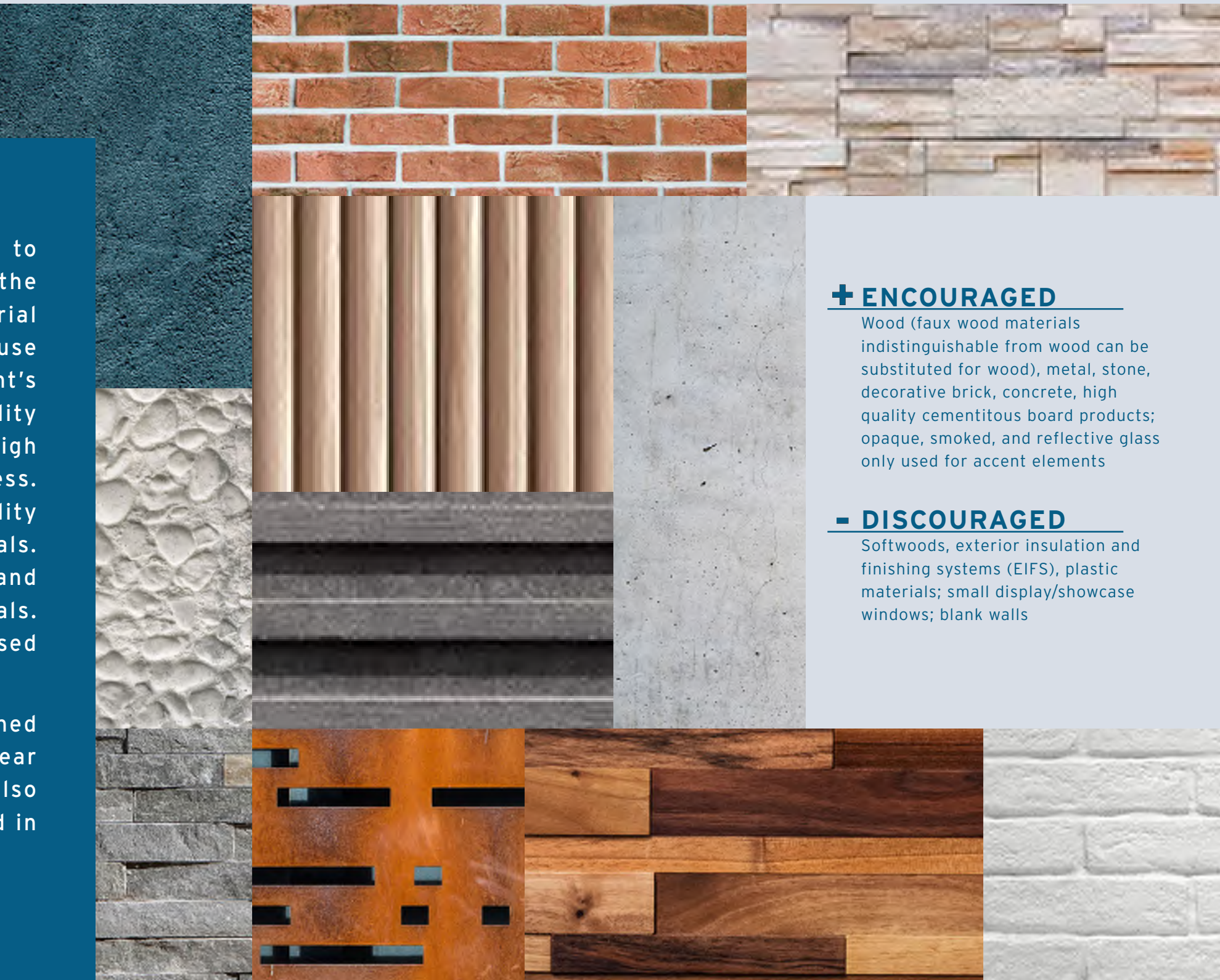
Regardless of the material, buildings should be designed with intentionality in massing and style to create clear distinctions of scale and detail. Buildings should also reflect a coherent Urban Design character as described in the design zones documented previously in Section 4.1.

+ ENCOURAGED

Wood (faux wood materials indistinguishable from wood can be substituted for wood), metal, stone, decorative brick, concrete, high quality cementitious board products; opaque, smoked, and reflective glass only used for accent elements

- DISCOURAGED

Softwoods, exterior insulation and finishing systems (EIFS), plastic materials; small display/showcase windows; blank walls



RETAIL FACADE COLOR

Exhibit H



Colors create variety that brings streetscapes to life. The choice of colorful materials or paint are very important in creating a thriving retail environment. Colors within a single facade should be complementary while celebrating the Tenant's unique brand and personality.

- Colors will be used to tie together all parts of the storefront architecture.
- The color scheme should take into consideration and complement adjacent storefronts
- The landlord will ultimately be responsible for approving all color palettes.

+ ENCOURAGED
Unique and cohesive color palettes

- DISCOURAGED
Use of too many colors on an individual storefront, conflicting color schemes on adjacent storefronts, same color on adjacent storefronts



RESIDENTIAL FACADE COLOR

Exhibit H



The choice of color is very important in crafting a fantastic mixed use environment. Colors should be considered in both materiality and paint. Colors should be coordinated and complement one another.

- Colors will be used to tie together all parts of the architecture.
- The color scheme should take into consideration and complement adjacent building designs.
- The Property Management team will ultimately be responsible for reviewing and approving all facade color palettes.

+ ENCOURAGED

Unique and cohesive color palettes

- DISCOURAGED

Use of too many colors on any one facade, conflicting color schemes



THE DISPLAY ZONE

Exhibit H



Vision Windows

The transparent portions of storefront are a Tenant's primary means of marketing to passing customers, either as pedestrians or in passing vehicles. The display of products and services adds visual variety, light, and color to the streetscape.

Creative solutions for restaurant windows are encouraged, such as ledges for seating both inside and out or garage doors rolling open to create more room. Floor to ceiling glass doors are also permitted, depending on Landlord's approval.

1. In any 50-foot increment of a Tenant facade exposed to a public way, a minimum of sixty percent (50%) of the frontage should be vision windows or doors. Opaque glazing elements do not contribute to vision window area Exception: Landlord may allow that businesses with significant security concerns (jewelry stores, banks, etc.) May reduce visible exposure, or with very creative store Brand-Expression.
2. UV protected glass or films should be used to minimize discoloration of merchandise.
3. Tenants may use window tinting, films, canopies, and UV-reflective coatings to protect from solar damage. Glass tinting, operable shades, or any other application that decreases visibility will require the Landlord's written approval.

Vitrines and Bay Windows

Where approved as part of a shopfront design, recessed and projecting storefront elements with glazed elements and display windows may contribute to the overall length of vision window.

STOREFRONT AND ENTRIES

Exhibit H



The **Storefront** is the system of glazing used between the structural elements of a complete shopfront. The systems may be classified as windows, bay windows, storefront, window wall, curtain wall, or assembled using custom framing solutions and glazing. As retail demising varies throughout, storefront glazing may be replaced with a solid infill to conceal Tenant demising walls.

Doors and entries may contrast with or complement the storefront framing systems.

1. Slopes in sidewalk zones may require recessed entries and curbs at the base of glazing systems to transition from exterior to interior. See Architectural drawings.
2. Curbs and other solid elements for glazing that contributes to the minimum 50% glazed storefront frontage must be no higher than 2.5 feet
3. All enclosure systems must provide a secure weather enclosure.
4. Vertical elements may be used to break up large areas of storefront glazing and may occur at the edges of a storefront to frame the windows or provide a complementary material within a group of windows.
5. Opaque, frosted, and milky panels within the primary storefront may not cover more than thirty percent 30% of storefront glazed area.
6. Vertical storefront panels may provide opportunities for the location of secondary storefront signage.
7. Amount of coverage by panels within the secondary storefront zone depends on Landlord approval.
8. Solid infill panels may match the storefront framing finishes or may introduce contrasting or complementary materials.
9. All storefront materials should be compatible with, and complementary to, the overall storefront design.

BAYS AND RECESSES

Exhibit H



Tenant enclosures may include projections no more than two feet (2'-0") from the Tenant's lease line unless otherwise approved by Owner. Recessed areas have no limits. With this, Tenants may be allowed to "push" or "extend" their storefronts beyond the designated sidewalk merchandising zone within the "Display Zone" not to extend into the Public Right-of-Way.

Recessed doors are encouraged because of their sheltering benefits and the variety they bring to the streetscape.

- The outer face of a shopfront may extend two feet (2'-0") into the sidewalk beyond the lease line. All shopfront projections must be within the building setback lines adjacent to vehicular rights of way.
- Shopfront projections may not inhibit a clear pedestrian pathway.
- Shopfront projections may not require alterations to base building architecture or landscape features unless approved by the Landlord.

AWNINGS AND CANOPIES

Exhibit H



An **awning or canopy** is any overhead structure on a frame attached to a building facade and projecting outward. They are used to protect shoppers, outdoor seating, and merchandise from the elements. They tell customers where shops are located, announce entrances, provide surfaces for marketing/branding, and provide shelter.

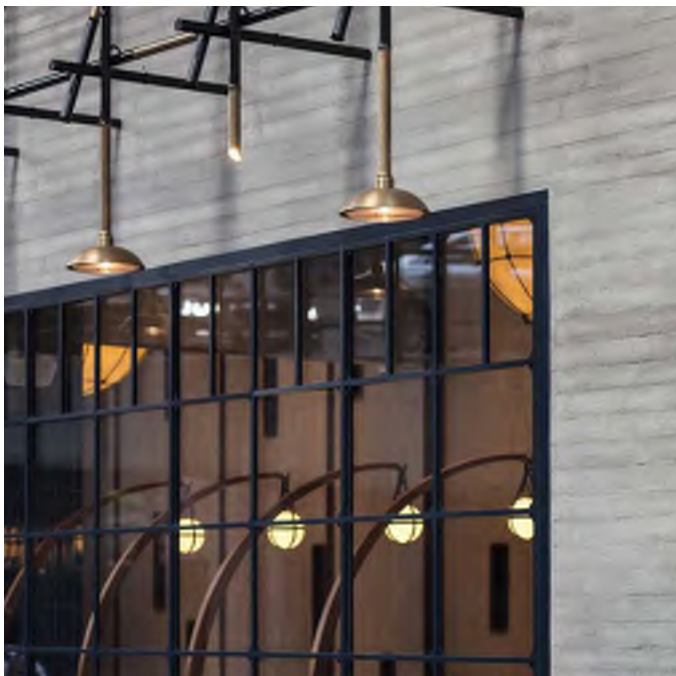
Where the Owner has not already built canopies or awnings above a tenant's storefront, Tenants may provide awnings and canopies above their storefront, with approval by the Owner. To ensure a variety of facade strategies, some Tenants may be denied the ability to add awnings and/or canopies, depending on neighboring conditions, adjacent landscape plantings, architectural form, structural attachments, and other physical constraints.

Materials must be durable and fire/fade resistant. Awnings should be on a metal structure with a suitably attractive finish. Fabric and plastic canopies are less preferred due to lack of durability. Canopies should be constructed using metal, glass, or treated wood. Creativity and variety is highly encouraged in designs.

- Retail uses are allowed a maximum projection of five feet (5'-0") from the outermost building face
- Restaurant uses are allowed a maximum projection of ten feet (10'-0") from the outermost building face
- All projections must remain four feet (4'-0") behind vertical plane at the face of the curb line below.
- All projections should be designed to enhance the architectural style of the associated storefront below.
- Projections may be retractable.
- Projections may extend beyond neutral piers to neighboring tenants, but all attachments must be structurally supported only within the Tenant's frontage length.
- Roofs shall be designed to accommodate water drainage away from the base-building. Coordinate required internal drainage with base building architecture.
- Projections may contain lighting features.

ILLUMINATION

Exhibit H



Building lighting is instrumental in the activation and success of a streetscape. Building lighting is used for the illumination of the building facade, architectural embellishments, storefronts, signs, landscaping associated with store, and building entrances. Used appropriately, lighting can articulate the streetscape in a unique and creative way while also providing for a sense of security after nightfall.

- Tenants are required to keep the front five feet (5'-0") of the interior of the store lit at all times (24/7).
- Light fixtures used for Storefront Lighting should be appropriately scaled to the building facade. They are to be concealed or shielded with diffusers or refractors to avoid glare towards pedestrians, vehicles, building interiors, or the sky.
- Fixtures used for illumination of architectural features should not project direct lighting beyond intended elements. Visible bulbs, colored bulbs, blinking or flashing lights (except as used for seasonal ornamentation), floodlighting, high intensity discharge lighting, or fluorescent lighting, are all prohibited. Neon lighting is not allowed in storefront window display.
- Gooseneck fixtures, sconces, pendants, lanterns, or low-wattage accent spotlights that are traditionally styled or contemporary styled fixtures in traditional form are encouraged. Storefront facades and recessed doorways must always be lit, or as directed by the Owner.

SIDEWALK RETAIL ZONE

Exhibit H



The Activity + Restaurant Zone is an area of the sidewalk directly in front of the storefront that Tenants can use for further marketing / merchandising beyond the envelope of the building. Tenants can use this area to “beautify” their shop with flower boxes and add benches to encourage pedestrians to pause in front of the store.

- Semi-permanent objects such as ground signs and seating are permitted in this area.
- Tenants are encouraged to utilize and maintain potted plantings along their storefront, particularly in front of building piers.
- Tenants design must be coordinated with any Owner to installed site amenities within the Storefront Activity + Restaurant Zone.

Exhibit H

TENANT SIGNAGE

TENANTS' SIGN DESIGNS ARE KEY TO CREATING SUCCESSFUL RETAIL ENVIRONMENTS.

UNLIKE TRADITIONAL SHOPPING CENTERS WITH UNIFORM SIGN DESIGNS, MIXED-USE CENTERS GENERATE A SENSE OF PLACE SIMILAR TO TOWNS THAT HAVE EVOLVED OVER DECADES.

Successful places **encourage commercial tenants to promote their brand** through sign design. At the same time, some limitation and guideline for Tenants' design freedom helps hold a district together with a consistent identity and level of **quality that customers expect** from a modern public marketplace. This is more important in urban mixed-use setting than in traditional shopping centers.

To ensure the retail environment is engaging, unique and well detailed, these Tenant Sign Design Guidelines help the Tenants and the Property Landlord freedom to communicate through signs, but in a consistent language of form, color, and materials.

North Point will become the home of dozens of retailers and eateries, set within a new walkable semi-urban neighborhood unique to the City of Alpharetta. The commercial environment will **contribute to the vibrancy of the entire district** through an experiential blend of architectural expression and engaging streetscapes. The Tenant Sign Design Guidelines provide necessary standards to create a high-quality and diverse interface with the public realm.

Note: All diagrams in these guidelines are intended to show the extent and character of retail storefronts. They are not intended to be representative of any specific Tenants or retail categories. All images are for illustrative purposes only.



CITIZEN PARTICIPATION FORM - PART B

This form must be completed and submitted to the City of Alpharetta Community Development Department a minimum of twenty (20) working days prior to the scheduled Public Hearing. Failure to do so will result in cancellation of the scheduled hearing.

Public Hearing or Project Name: North Point Mixed Use

Contact Name: Weston Graves

Telephone: [REDACTED]

Please describe comments and concerns provided by any and all individuals contacted as part of the the Citizen Participation Program. If any individuals provided written correspondence, please attach copies of same to this report.

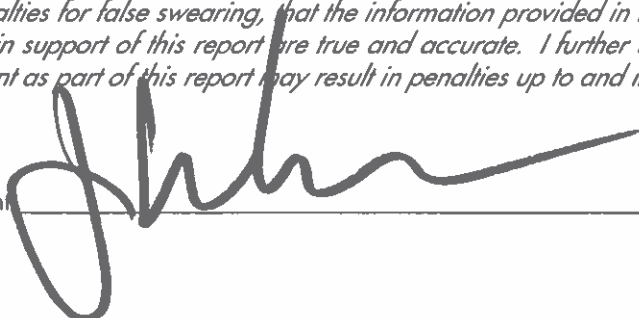
- How will merchandise be different from other projects in the market?
- Want to make sure we provide bike lanes and ample space for parallel parking spaces
- What are projected multifamily rents
- How will handle workforce housing
- Make sure we have electric charging stations
- What is happening with JCPenney
- When is construction starting

Method by which these individuals were contacted. Please mark all that apply. *Please provide samples of any and all written communications used to provide notification.*

- | | |
|---|---|
| ☒ Letter | ☐ Personal Visits |
| ☒ Telephone | ☒ Group Meeting |
| ☒ Email | ☐ Other (Please Specify) _____ |

Attach a list of people who have been notified of this application and provided information describing the subject proposal. Please note that ALL adjoining property owners MUST be notified.

I, the undersigned, as an authorized representative of the applicant and Public Hearing item identified above, do solemnly swear and attest, subject to criminal penalties for false swearing, that the information provided in this Citizen Participation Form - Part B and in any and all documents provided in support of this report are true and accurate. I further understand that any false statements provided by representatives of the applicant as part of this report may result in penalties up to and including denial of the subject application.

Signature of Authorized Agent: 

Date: 6-6-2022

Print Form

TENANT NOTICE

3/2/22

March 2, 2022

North Point Retail Partners-

Yesterday, Trademark Property Company submitted its application to the City of Alpharetta for the redevelopment of North Point Mall.

Trademark has spent the last year learning about the community and crafting a redevelopment strategy that provides a radical transformation of the current mall. This transformation will result in a vibrant mixed-use asset with a much longer daily energy curve. We hope you take some time to review the plans to see the exciting and bold visions as we move forward. These plans allow the mall to become a thriving mixed-use community that will reinvigorate the North Point corridor.

We understand that this news will come with many questions, and our goal is to answer them as best we can. Here's what we can share today:

- The plans are available to view by scanning the QR code below.
- There is no set timeline for the redevelopment to begin.
- The project will be completed in phases and will take years to complete.
- The redevelopment radically changes the physical appearance of the entire property and will affect many current tenant spaces. We understand this is a topic of very high importance to all of you. Please note the tenant mix for the redevelopment continues to be carefully considered. As a result, we don't have any guidance yet for tenants who currently occupy spaces that will be impacted by future construction, demolition, etc.

As more details become finalized, we will continue to share them. In the meantime, please feel free to call me or stop by the office if you'd like to discuss the redevelopment announcement.

And as always, we appreciate your partnership.

Nick Nicolosi

General Manager



NORTH POINT OWNERS
STAKEHOLDER MEETING
3/15/22

Monica Luera

From: Wilson, Rachel <RWilson@alpharetta.ga.us>
Sent: Friday, March 18, 2022 3:14 PM
To: Monica Luera
Cc: Cook, Kathi; Morsell, Lance; Woodman, Michael
Subject: [External Email] RE: North Point Stakeholders Meeting Presentations

Hi Monica,

Please find a list of those who RSVP'd YES below:

1. Thomas Ziegler (Columbia Engineering)
2. Randy Strunk (Columbia Engineering)
3. Carl Westmoreland (MMMLaw)
4. Mahesh Mani (Rubenstein Partners)
5. Mark Wingate (Development Authority)
6. GM (Aloft Alpharetta)
7. Tasha Williams (JCP)
8. Warren Jolly (Sedgefields Lakes Plantation)
 - o Susan Kelley
9. Nick Nicolosi (Trademark)
10. Jennie Lynn Rudder (Starr White House)
11. James Hazelwood (Bellsouth)
12. Jacob Lange (Starr White House)
13. Leigh Kerns (Accesso)
14. Monica Luera (Trademark)
15. Brooke Adler (Macy's)
16. Duke Sullivan (Mind Spring)

Thank you,

Rachel Wilson

Marketing and Communications Coordinator

Community and Economic Development

2 Park Plaza, Alpharetta, GA 30009

Ph. (678)-297-6024

Cell: (678)-836-7328



From: Cook, Kathi <Kcook@alpharetta.ga.us>

Sent: Friday, March 18, 2022 3:55 PM

To: Monica Luera <MLuera@trademarkproperty.com>; Wilson, Rachel <RWilson@alpharetta.ga.us>; Morsell, Lance

Monica Luera

From: Wilson, Rachel <RWilson@alpharetta.ga.us>
Sent: Friday, March 18, 2022 2:08 PM
To: Morsell, Lance; Cook, Kathi; Woodman, Michael
Subject: [External Email] North Point Stakeholders Meeting Presentations
Attachments: North Point Streetscape Presentation.pdf

Good afternoon all,

Happy Friday!

Please find the North Point Streetscape and North Point Redevelopment presentations attached for your review. Thank you to those of you who were able to join us on Tuesday and for those who were unable to attend we hope you can join us for the next one!

Link to Trademark's presentation:

<https://trademarkpropertycompany.box.com/s/qu8oy5t5po4vwa9gzc6odrb8zauhzzzz>

Hope everyone has a great weekend!

Thank you,

Rachel Wilson

Marketing and Communications Coordinator

Community and Economic Development

2 Park Plaza, Alpharetta, GA 30009

Ph. (678)-297-6024

Cell: (678)-836-7328



TENANT QUARTERLY MEETING

3/31/22

Monica Luera

From: Nick Nicolosi <mail@notify.onecallnow.com>
Sent: Monday, March 21, 2022 2:38 PM
To: Nick Nicolosi
Subject: Tenants Quarterly Meeting Thursday - 03.31.22

Notification from: **North Point Mall**



Memorandum

To: North Point Mall Tenants

From: Nick Nicolosi, General Manager

Date: 03.21.22

Re: TENANTS MEETING

Save The Date

TENANTS QUARTERLY MEETING

Thursday, March 31, 2022

9:00 A.M.

Food Court

Breakfast will be provided.

To ensure that you continue to receive these emails, please add mail@notify.onecallnow.com to your Email Address Book.

To unsubscribe to notifications from **North Point Mall**, please [click here](#).

Message delivered to you by One Call Now. If you have any questions or are interested in the notification services provided by One Call Now for schools, employers, property managers, religious groups, sports teams, and businesses, please visit our web site www.onecallnow.com.

View our [privacy policy](#).

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<u>Company</u>	<u>Name</u>	<u>Email</u>
Dillards	Shawn Lawrence	
WHITE HOUSE BLACK MARKET	Michele Hardin	
JPenney	Tasha Williams	
STITCH by STITCH	SERUX DECEVED	
The childrens place	Destiny Carver	
BuildABear	Laura Hood	
Lolli & Pops	Caitie Dillon	
LEGO	Michael LaStella	
VS&CO PINK	Regina Boughner	
CLAIR'S	Seychelle Johnson	
Hot Topic	Leah Clanton	
LeMacaron	Lisa Amundsen	
Aunty Ann's	JD Jackson	

Company
Aveda

AVEDA

Pandora
Mandarin
Express

Potato Corner
James Avery

Name

Maryanne Schramm

Colette Williams

Brittany Bostock

Odilia Morales

Patrick Liang

Maria Mandracchia

Email



NORTH POINT STAKEHOLDER MEETING
4/12/22

YOU'RE INVITED!

NORTH
POINT

Join us for an informational meeting to learn about the exciting redevelopment of North Point. Light refreshments and appetizers will be served.



When

Tuesday, April 12
5:30 p.m. – 7 p.m.

Where

North Point
1000 North Point Cir., Suite 1202
(former American Girl space)
Alpharetta, GA 30022

Enter through the doors between Macy's and the former Sears on the north side of the property.

Please RSVP using the link provided

F0AgicIT

What is your full name?	What is your email address?	Will you be joining us for the Stakeholder meeting?	Are you bringing a guest?
Dennis Carman ✓		1	
Sandy Reedy ✓		1	
Jackie Tyson ✓		1	
Doug Fallon ✓		1	X no
Liana Moran ✓		1	
Megan Hackworth ✓		1	
Monica Luera ✓		1	
Jim Tardif		1	
Paula Fine ✓		1	
Kali Boatright ✓		1	1
Mark Goodman ✓		1	
Steve Koehler		0	
Tracy Morton		1	
Susan Coffey ✓		1	
Lara Dolan ✓		1	+1 ✓
Darren Carter		1	1
Ginger Myrick		1	1
Paula Fine ✓		1	
Tracy Taft Morton		1	
Jim Tardif		1	
Alex Battle ✓		1	
Todd Anderton ✓		1	no

NORTH POINT

Stakeholder Meeting
April 12, 2022

[illegible]

NORTH POINT

Stakeholder Meeting
April 12, 2022

[illegible]

PUBLIC NOTICES

4/22/22

TRADEMARK

April 22, 2022

BLUE VENTURES LLC
12274 CRABAPPLE RD
ALPHARETTA GA 30004

Dear Sir/Madam,

This letter is to inform you that a Public Hearing Application has been submitted to the City of Alpharetta Community Development Department for property located at North Point Mall, which is within 500 feet of your property.

Please be advised of the following information pertaining to the applications and public hearings:

Case Number:	MP-22-03 / Z-22-05 / CU-22-02 / V-22-07	Applicant Name:	North Point Mall, LLC
Applicant's Intent:	- Rezone 83.67 acres of Planned Shopping Center/Mixed-Use to Mixed-Use. - Allow uses and densities described in the Allowable Uses List (Exhibit A) and Density Table (Exhibit B) attached. - Allow modifications as described in Exhibit C by Kimley-Horn & Assoc.	Property Size:	83.67 acres
Street Location:	1000 North Point Parkway, 4500 North Point Place, 5000 North Point Drive, and 2000 and 6000 North Point Circle	Contact Person:	Weston Graves (817) 870-1122
Proposed Development:	Mixed-Use		

Community Zoning Information Meeting:
Wednesday, May 11, 2022 at 6:00 PM
Virtual Session via Zoom: <https://zoom.us/j/6766623657>
Meeting ID: 676 662 3657

Planning Commission:
Thursday, June 2, 2022 at 6:30 PM
Alpharetta City Hall, 2 Park Plaza

City Council:
Monday, June 27, 2022 at 6:30 PM
Alpharetta City Hall, 2 Park Plaza

If you have any questions regarding this project or would like detailed information, please feel free to contact me at the number listed below.

Sincerely,



Weston Graves



12 261006870292
BLUE VENTURES LLC
12274 CRABAPPLE RD
ALPHARETTA GA 30004

12 273007550187
BP NORTHPOINT LLC
5200 BUFFINGTON RD
ATLANTA GA 30349

12 261006870508
BRI 1870 NORTH POINT LLC
P O BOX 1368
CARLSBAD CA 92018

12 261006880358
REEP RTL NPM GA LLC
51 MADISON AVE
NEW YORK, NY 10010

12 273007420381
SWANN INVESTMENTS LP
850 KENNESAW AVE NW STE C2
MARIETTA GA 30060-1095

12 273007540246
ANSLEY INVESTMENT PARTNERS
P.O. BOX 460169
HOUSTON TX 77056

12 261006880341
VON MAUR INC
6565 N BRADY ST DAVENPORT
IA 52806-2054

12 273007420423
COLE CP ALPHARETTA GA LLC
12181 BLUFF CREEK DR 5TH FL
PLAYA VISTA CA 90094

12 260006894237
FULTON SCIENCE ACADEMY
PRIVATE SCHOOL INC
3035 FANFARE WAY ALPHARETTA
GA 30009

HOLLYWOOD CAMARILLO
PARTNERS L.P. c/o Marvin Poer
3520 PIEDMONT RD NE STE 410
ATLANTA GA 30305

12 273007420258
BRI 1870 NORTH POINT LLC
1140 E HALLANDALE BEACH BLVD
HALLANDALE FL 33009

12 261007010435
DILLARD DEPARTMENT STORES
4501 NORTH BEACH ST FORT
WORTH TX 76137

12 272007430374
HPTMI II Properties Trust
P.O. BOX 579
LOUISVILLE TN 37777-0579

12 273007550138
DAYTON HUDSON CORP
P.O. BOX 9456
MINNEAPOLIS MN 55440-9456

12 261007020384
ALPHA Z-BOY PARTNERS, LLC
940 EMMETT AVE STE 200
BELMONT CA 94002-3881

12 273007420316
NPMC RETAIL LC
2100 MC KINNEY AVE STE 700
DALLAS TX 75201

12 273007430265
BRE LQ PROPERTIES LLC
909 HIDDEN RIDGE # 600
IRVING TX 75038

12 261007020400
HUBERT PROP LLLP
850 KENNESAW AVE NW STE 2
MARIETTA GA 30060-1095

12 273007540279
VILLAGE CREATIVE LABS
PARTNERS LP
940 EMMETT EST #200
BELMONT CA 94002-3881

12 273007550195
GM NORTH POINT TWO LLC
3060 PEACHTREE RD STE 1540
ATLANTA GA 30305

12 261007020418
RIPON MAIN ASSOCIATES
c/o VILLAGE PROPERTIES
940 EMMETT AVE STE 200
BELMONT CA 94002

12 261006870482
THE CITY OF ALPHARETTA
2 S MAIN ST
ALPHARETTA GA 30009

12 273007420415
PALM J LLC
1660 S CONGRESS AVE BLDG 2
BOYNTON BEACH FL 33426

D&D INVESTMENT ASSOCIATES
4030 JOHNS CREEK PKWY
SUWANEE GA 30024

12 273007410119
SUN TRUST BANK ATL
PO BOX 26665 VA-RIC-8614
RICHMOND VA 23261-6665

12 272007430382
GRBK NORTH POINT LLC
2805 N DALLAS PKWY STE 400
PLANO TX 75093

GREATER NORTH FULTON
STRATEGIC LEADERSHIP VISIT
6/9/22

2022 SLV Attendee Invite List			
		Title	Organization
Samir	Abdullahi	Deputy Director	Select Fulton
John	Asbell	Regional Director, North Metro	Georgia Power Company
Brandon	Beach	Executive Director	North Fulton CID
Kali	Boatright	President & CEO	Greater North Fulton Chamber
Eric	Bosman	Senior Planner	Kimley-Horn
Glen	Cannon	President	Gwinnett Technical College
Cordell	Carter	Director, Regional Operations	Atlanta Gas Light
Dean	Collins	President, Founder	Axis Companies
Darryl	Connelly	Economic Development Director	City of Roswell
Kathi	Cook	Community Development Director	City of Alpharetta
Kibbey	Crumley	Zone Superintendent	Fulton County Schools
Ken	Davis	President North Georgia Region	Renasant Bank
Stacy	Garmon	Vice President	Greater North Fulton Chamber
Ann	Hanlon	Executive Director	Perimeter CIDs
Freda	Hardage	Immediate Past Chair of Board	MARTA / Northside Hospital
Rich	Johnson	AVP, Legislative & Regulatory Affairs	AT&T Georgia
Scott	Jordan	Area Manager, North Metro Atlanta	Pinnacle Financial Partners
Randy	Knighton	City Administrator	City of Roswell
Steven	Krokoff	City Manager	City of Milton
Sarah-Elizabeth	Langford	Executive Director	Development Authority of Fulton County
BJ	Martin	Sr. Manager, Local Government Services	Pond
Al	Nash	Board Member	North Fulton CID
Lindsey	Petrini	Chief Operating Officer	Wellstar North Fulton Hospital
Robb	Pitts	Chairman Fulton County Commissioners	Fulton County Government
Larry	Prescott	Assistant General Manager, Infrastructure	MARTA
Denise	Quarles	Chief City Executive - SE Region	Siemens
Trey	Ragsdale	Public Affairs	Kaiser Permanente-Alpharetta Medical Center
Raymer	Sale	CEO	E2E Resources
Andy	Stancil	Partner	Mahaffey Pickens Tucker, LLP
Steve	Stroud	Executive Director	Roswell Inc
Rondah	Thomas	Metro North Area Manager	Georgia Power Company
Peter	Vanstrom	City Council Member	City of Roswell



STRATEGIC LEADERSHIP VISIT



Wednesday, **2022** June 8-Friday, June 10



PRESENTED BY



AT&T

2022 STRATEGIC LEADERSHIP VISIT PROGRAM

Thursday, June 9

8:30am – Shuttle to Frisco Chamber of Commerce
Light Breakfast at Frisco Chamber of Commerce

PGA HQ Update and Presentation

6843 Main Street, Frisco, TX, 75034

VIP Tour – Grounds of PGA of America Headquarters

10:30am – Shuttle to the Rooftop Event Spot at the Old Downtown Plano Ice House

1000 14th Street, Plano, TX 75074

11:00am – Session 3: Redevelopment and Place Making

Sponsored by



Welcome

- John Muns, Mayor, City of Plano

Panel Discussion:

- Jason Ford, CECD, President, Frisco Economic Development Corporation
- Peter Braster, City of Plano, Director of Special Projects
- Colin Rosenbaum, Senior Vice President of Investments, Regent Properties
- Lane Acree, Associate Principal, BOKA Powell
- Don Braun, President, Hall Group

12:30pm – Lunch catered by Urban Rio Cantina

Sponsored by



← Trademark presenting

1:45pm – Ride Dallas Area Rapid Transit to DART HQ

DART HQ, 1401 Pacific Avenue, Dallas, Texas 75202

3:00pm – Session 4: Infrastructure / Transportation / Transit

Sponsored by Kimley»Horn

Topics to include Private Public Partnership, Light Rail, BRT, Logistics, Construction, Revitalized stations, Platform extensions

Panel Discussion with DART HQ Executives:

- Kay Shelton, Assistant VP of Growth/Regional Development
- Jack Wierzenski, Director of Economic Development

4:00pm – Shuttle to Renaissance Plano Legacy West, 6007 Legacy Drive, Plano, TX

7:00pm – Dinner at Legacy Exchange Hall, 7800 Windrose Avenue, Plano, TX

Sponsored by



Friday, June 10

Safe travels home!

May 31st, 2022

Mr. Michael Woodman
The City of Alpharetta
Department of Community Development
2 Park Plaza
Alpharetta, GA 30009

Re: MP-22-03/Z-22-05/CU-22-02/V-22-07/North Point Mixed Use - Letter of Support

Dear Mr. Michael Woodman:

It is our understanding the property owner, REEP-RTL NPM GA, LLC, has submitted a zoning application for the North Point Mixed-Use Redevelopment project.

The North Point Mixed-Use redevelopment will evolve the existing mall and surrounding area into a vibrant, open-air mixed-use environment. The proposed multi-phased redevelopment will transform existing 464,000 SF of retail space into 315,700 SF of new retail, restaurants, creative office, multifamily units, hotel, and almost 18 acres of civic/amenity space. The existing Center Court in front of Macy's will become the new front door of the mall including renovated exterior facades that open out to a vibrant outdoor Event Plaza.

The proposed project will help revitalize the existing North Point Mall and surrounding commercial area by introducing resident and daytime population not currently located at the Property. A former sea of parking will be transformed into a compact mixed-use environment linked by walkable streets as well as an attractive and meaningful public spaces for visitors and residents to enjoy.

The North Point Mall redevelopment will stimulate economic development, strengthen placemaking, and continue growth within the community.

Branda Peterson of Alpharetta Housewives is pleased to support this project and their zoning application. If you need any further information and/or support for this endeavor, please contact me.

Sincerely,



Mrs. Branda Peterson

(678) 327-6938



June 1, 2022

Mr. Michael Woodman
The City of Alpharetta
Department of Community Development
2 Park Plaza
Alpharetta, GA 30009

Re: MP-22-03/Z-22-05/CU-22-02/V-22-07/North Point Mixed Use - Letter of Support

Dear Mr. Michael Woodman:

It is our understanding the property owner, REEP-RTL NPM GA, LLC, has submitted a zoning application for the North Point Mixed-Use Redevelopment project.

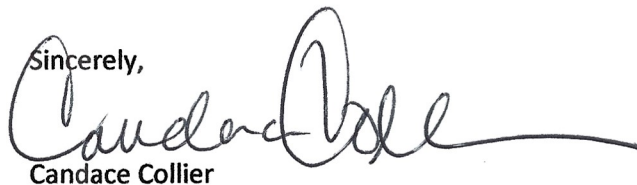
The North Point Mixed-Use redevelopment will evolve the existing mall and surrounding area into a vibrant, open-air mixed-use environment. The proposed multi-phased redevelopment will transform existing 464,000 SF of retail space into 315,700 SF of new retail, restaurants, creative office, multifamily units, hotel, and almost 18 acres of civic/amenity space. The existing Center Court in front of Macy's will become the new front door of the mall including renovated exterior facades that open out to a vibrant outdoor Event Plaza.

The proposed project will help revitalize the existing North Point Mall and surrounding commercial area by introducing resident and daytime population not currently located at the Property. A former sea of parking will be transformed into a compact mixed-use environment linked by walkable streets as well as an attractive and meaningful public spaces for visitors and residents to enjoy.

The North Point Mall redevelopment will stimulate economic development, strengthen placemaking, and continue growth within the community.

I am pleased to support this project and their zoning application. If you need any further information and/or support for this endeavor, please contact me.

Sincerely,

A handwritten signature in black ink, appearing to read "Candace Collier", with a long horizontal flourish extending to the right.

Candace Collier



June 7, 2022

Mr. Michael Woodman
The City of Alpharetta
Department of Community Development
2 Park Plaza
Alpharetta, GA 30009

Re: MP-22-03/Z-22-05/CU-22-02/V-22-07/North Point Mixed Use - Letter of Support

Dear Mr. Michael Woodman:

It is our understanding the property owner, REEP-RTL NPM GA, LLC, has submitted a zoning application for the North Point Mixed-Use Redevelopment project.

The North Point Mixed-Use redevelopment will evolve the existing mall and surrounding area into a vibrant, open-air mixed-use environment. The proposed multi-phased redevelopment will transform existing 464,000 SF of retail space into 315,700 SF of new retail, restaurants, creative office, multifamily units, hotel, and almost 18 acres of civic/amenity space. The existing Center Court in front of Macy's will become the new front door of the mall including renovated exterior facades that open out to a vibrant outdoor Event Plaza.

The proposed project will help revitalize the existing North Point Mall and surrounding commercial area by introducing resident and daytime population not currently located at the Property. A former sea of parking will be transformed into a compact mixed-use environment linked by walkable streets as well as an attractive and meaningful public spaces for visitors and residents to enjoy.

The North Point Mall redevelopment will stimulate economic development, strengthen placemaking, and continue growth within the community.

Encore Commons is pleased to support this project and their zoning application. If you need any further information and/or support for this endeavor, please contact me.

Sincerely,

A handwritten signature in dark ink, appearing to read "Leigh Carothers Kerns".

Leigh Carothers Kerns
Property Manager



Encore Commons
100 North Point Center East, Suite 120
Alpharetta, GA 30022



June 3, 2022

Mr. Michael Woodman
The City of Alpharetta
Department of Community Development
2 Park Plaza
Alpharetta, GA 30009

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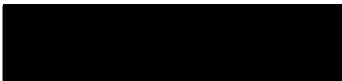
The North Point Mall redevelopment will stimulate economic development, strengthen placemaking, and continue growth within the community.

Lisa Crouse is pleased to support this project and their zoning application. If you need any further information and/or support for this endeavor, please contact me.

Sincerely,

A handwritten signature in black ink that reads "Lisa Crouse". The signature is written in a cursive, flowing style.

Lisa Crouse



June 7, 2022

Mr. Michael Woodman
The City of Alpharetta
Department of Community Development
2 Park Plaza
Alpharetta, GA 30009

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The North Point Mall redevelopment will stimulate economic development, strengthen placemaking, and continue growth within the community.

As a proud resident of Alpharetta, I am pleased to support this project and their zoning application. If you need any further information and/or support for this endeavor, please contact me.

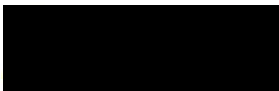
Sincerely,



Nicholas Garzia

1300 Compass Pointe Crossing

Alpharetta, GA 30005



THE
PROVIDENCE
GROUP

June 7, 2022

Mr. Michael Woodman
The City of Alpharetta
Department of Community Development
2 Park Plaza
Alpharetta, GA 30009

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The North Point Mall redevelopment will stimulate economic development, strengthen placemaking, and continue growth within the community.

The Providence Group of Georgia, LLC is pleased to support this project and their zoning application. If you need any further information and/or support for this endeavor, please contact me.

Sincerely,



Warren Jolly, President

*11340 Lakefield Drive, Suite 140
Johns Creek, Georgia 30097*

attachments unless you recognize the sender and know the content is safe.

Ms Callum, Hello. My name is Andrea Shank. I work at JcPenney at North Point Mall. I am looking at all of the pictures/plan that have been released for the redevelopment of this area and I noticed that we (JcP) have been wiped from existence. Is this true? Or will we be one of the free-standing "anchor" buildings?

Thank You

Concerned Employee (since 1998)

Andrea Shank

From: [Callum, Alexandra](#)
To: [JERRY W SENEKER](#)
Subject: RE: North Point reincarnation
Date: Thursday, March 3, 2022 2:52:00 PM

Good afternoon!

Thank you for your comments. I will add them to the file for North Point.

Thank you,

Alexandra Callum
Planning + Zoning Coordinator
City of Alpharetta
2 Park Plaza
Alpharetta, Ga 30009
678.297.6074
<https://www.alpharetta.ga.us/>

-----Original Message-----

From: JERRY W SENEKER <jwseneker@aol.com>
Sent: Thursday, March 3, 2022 2:47 PM
To: Callum, Alexandra <acallum@alpharetta.ga.us>
Subject: North Point reincarnation

CAUTION: This email originated from outside the City. Do not click links or open attachments unless you recognize the sender and know the content is safe.

Parking must be convenient - if it isn't I won't be going there - senior citizen - knee replacement etc.
Also a pet friendly area that includes restaurants that allow dogs.

Jerry Seneker

Sent from my iPhone

From: [Amy Gunsaulus](#)
To: [Callum, Alexandra](#)
Subject: Redevelopment of North Point Mall
Date: Monday, March 7, 2022 10:45:39 AM

CAUTION: This email originated from outside the City. Do not click links or open attachments unless you recognize the sender and know the content is safe.

Alex,

Good morning, I am reaching out today to get more information on the redevelopment of the North Point Mall as discussed in this article (<https://www.alpharetta.ga.us/about/news/2022/03/03/application-submitted-for-redevelopment-of-mall-property>).

I am reaching out today as we own the property located at 380 North Point Circle in Alpharetta that is right outside of the mall.

Are you able to share with me the plans that have been recently submitted by Trademark Properties? Please let me know what information you can provide as given our proximity we are anxious to look over the redevelopment plans to get an understanding of what will be changing.

Thank you in advance for any assistance you can provide.

Amy Gunsaulus

Financial Manager



1660 S Congress Ave Suite 2

Boynton Beach, FL 33426

[REDACTED]

[REDACTED]



Community Zoning Information Meeting
May 11, 2022
Department of Community Development
Via Zoom
6:00 PM

This summary is provided as a convenience and service to the public, media and staff. It is not the intent to record proceedings verbatim. Any reproduction of this summary must include this notice. Public comments are noted as heard by Planning Commission, but not quoted or paraphrased. This document includes limited presentation by Planning Commission and invited speakers in summary form. The public is advised that the tapes recorded at said meeting are a matter of public record and are available upon request.

I. Staff Members Present:

- a. Michael Woodman, Planning + Development Services Manager
- b. Alexandra Callum, Planning + Zoning Coordinator
- c. Nikisha Mistry, GIS Specialist

There was a total of 79 participants for the CZIM meeting.

II. Items:

a. Sanctum Serene Wellness

- i. 3235 North Point Parkway.
- ii. Wellness Spa.
- iii. Master Plan amendment.

There were no comments for this item.

b. Event Facility

- i. Manager Michael Woodman spoke for this item because the applicant was not present.
- ii. Special event facility.
- iii. Requesting a maximum occupancy of 408.

c. Off Leash

- i. Full-service restaurant and luxury dog park.
- ii. On the corner of Old Milton Parkway and North Main Street.
- iii. We want to transform the existing building.

Public Comment:

- You are asking for a liquor license. I do not think it is a good idea to have children, liquor, and dogs all in the same area. I am okay with the idea; I am just not for the liquor license portion of it.

- How are we keeping dogs safe at this location? We will be using fencing. Over the last several years, we've seen lots of new dog parks. The new technology is a double gated system so that you don't have wide open access. It will be access controlled to provide safe conditions to both people and dogs.
- I would like to caution the city to approve a conditional use permit for an off leash dog park at the corner of Old Milton and Highway 9. There have already been traffic fatalities at this intersection- there are a combined 12 lanes of high-density traffic here. Dogs can get out of every park; the suggested double gate system does not prevent this. ONE dog that gets to either of these roads will not only be a safety concern for the dog but an incredible safety concern for all Alpharetta families travelling through the heartbeat of the City. If approved, I hope safety is at the center of the conversation and approval.
- And there is also another dog park like this going up at Maxwell Road. I don't think we need another one.

d. 3973 Webb Bridge Road

- i. 5-acre site.
- ii. Requesting a rezoning to R—12.
- iii. Modern style homes.
- iv. Requesting a variance- there is a perennial creek that runs through the site. The city has a 100' stream buffer and 150' impervious buffer, which makes the lots to the east not able to be developed right now.

Public Comment:

- I own the property to the east of this. The creek on this property affects my property. There's a reason the barrier is supposed to be there. There will be buffer left, and we will be doing mitigation.
- It's not so much the construction, but the next 20 years the people will be living there. We are not destroying the buffer; we are just requesting for a reduction. There will also be mitigation. The water would be cleansed before being released back into the creek.
- Jay Perek- As Reggie was saying, along with requesting a reduction, we are also proposing to increase the quality of the buffer, and that's what he was referring to with the mitigation. There is still a 50' buffer that will remain.
- Can you give some examples of best mitigation practices? We are trying to see if we can do some dry wells. It infiltrates the water in the ground instead of taking it to the creek.

e. Beazer Homes

- i. Corner of Rock Mill Road and Haynes Bridge Road.
- ii. Undeveloped property zoned as office and institution use.
- iii. We have taken significant steps to save trees.
- iv. We want to make the corner a community focal point, as we recognize that it's a gateway.

- v. Homes would front along Rock Mill Road.
- vi. As you come into the community, the front doors will face some green pocket areas.
- vii. The variances primary relate to the street scaping for our internal streets and a little along Rock Mill Road.
- viii. The size of the property is too small for modern day office development.

Public Comment:

- On your layout plan, have you taken into consideration the GA400 widening? How much space between the current highway and the property line are you going to lose with the widening? Will you lose some amenity space? We will have to double check on the GA400 plans. There is significant right of way between the ramp and property line. We don't anticipate any issues.
- Do we really need more townhomes in Alpharetta? The roads are so clogged, and this is right on North Point, and there is already so much traffic. Alpharetta needs additional housing. This is a lower density type of community. 43 homes would be constructed. It's a great opportunity to provide additional housing. Residential provides less traffic than office use, which is a benefit.
- It's adding traffic with 2-3 cars per home. The future office use would be more than residential.
- What about impact to schools? It would be fairly minimal.
- We need more homes in Alpharetta, thank you Julie.
- Alpharetta is full!
- We do need more housing. It's dense in downtown, but this isn't too far. My concern is parking. Two car garages are never enough for storage or a large vehicle. Are we allocating enough parking for visitors and extra drivers on this site? The city is proactive with this. One of the aspects of the city's code is to have a minimum 18-foot-wide driveway. Other developments have shorter driveways and not enough parking. We are not seeking a variance on parking.
- Concerned about the tightness of the internal streets where Fire and Public Safety would have to operate. Fire is involved in this process and will have the opportunity to put comments.
- What is the cost of the townhouses? We need some reasonably cost homes.

f. The Bridges

- i. We are wanting to join two properties that have a little different zoning.
- ii. We are wanting to change to R zoning, which is in line with CUP.
- iii. It will be gated.
- iv. Will be high level homes.

Public Comment:

- We backup to the proposed subdivision. We have been here since 2009. What are the plans for water management? I have seen water flowing through the way the property has a crease in it. We will have a detention system that will catch all the stormwater that would collect and funnel down towards you. It will be a huge benefit to you.

- My concern is what it will look like. I'm concerned about a giant eye sore in my backyard. It will be buffered with vegetation and landscaping. I don't think our plan is to do underground detentions.
- We're building 2.5+ million-dollar homes. We do not want to create eye sores. We can talk offline more.
- Do you have specifics of buffers? What efforts will be in place to keep the current trees rather clear cutting? We are trying to minimize any impacts to streams. We redesigned to where we are not asking for any stream buffer variances. We will be cutting in a road where trees will have to go. Other than that, we will try to keep all trees intact. We want to make it feel like the homes have been there forever.
- What about overflow?
- Will there be fencing? What about green screen? There's fence already there. I don't think we plan to do anything different.
- I am also interested on how the pond will be built and the creek that connects to Lake Windward and how that will increase flow.
- I am concerned about the impact. I haven't been there long enough to know what the water situation is like, but I want to make sure an eye sore isn't created.
- Last year, we had an event that some work had to be done on the creek due to lots of rain. I'm worried about all the hardscaping. All the water will end up in the creek. Can it handle that kind of water? The applicant is not required to do a hydrology study at this time. They would do one after receiving an LDP. The applicant will be held to state regulations.

g. Castle View Homes

- 2.5-acre parcel on Kimball Bridge Road.
- Zoned AG- requesting rezoning to R15 with some variances.
- Request includes a private cul-de-sac.
- Asking for front yard setback reduction.

Public Comment:

- To the left of the diagram, what will be to the left of the road? Will you level the trees out, and will there be a landscape area? Yes, to the landscape area. We have not gotten this far with City Staff. Currently, the plan shows sidewalk all the way around the cul-de-sac.
- When is the proposed groundbreaking? It has not been decided. Construction would likely begin in the fall.
- What's the proposed value of the homes? Currently, the thought is \$1.1-1.4 million.
- What are you doing about the drainage issues? We have not conducted a full hydrology study. Underwater storm management would happen.
- Can you talk about the plan for the current plants? We want to work with as much of the existing tree cover as we can.
- What are the sizes of the homes? 3000-4000 square foot. 2 story minimum
- What are the variances? Minimum lot width reduction, which isn't unusual for the area. Reduction in front yards to get homes further away from Kimball bridge crossing.

- Our kids use the back part of the property to get to Ocee Park. Can something be provided like an easement? I was not aware- I thought Ocee was fenced. There are trails going through the backyards that you can cut through. What we're doing wouldn't change the current path.
- Do you have a portfolio view of the homes? We can pull information together.
- Have you given thought to light pollution? We will have to meet the city's landscape ordinance. We will be putting some screening in to help.
- There are two single family homes adjacent to two lots. The park needs to probably acquire some additional parking. Castle View tried to acquire to purchase lots, but they were not for sale.

h. South of Wills Park

- i. 5.5-acre site.
- ii. 55 townhomes, in addition to a clubhouse and pool.
- iii. Units will range from 2600-4000 square feet.
- iv. Gated community with access onto Wills Road.
- v. Seeking rezoning of the property to downtown mixed use.
- vi. Underground detention water system.

Public Comment:

- Where exactly is it? It's by the car detailing place- this is the large undeveloped area next to it. There are several DT MU areas. One of the goals is to interject residential into commercial areas through mixed use. We are furthering the goals of the comp plan.
- Wills road already has so much traffic. I am against this development.
- The parallel parking is for guest parking, correct? Yes.
- My concern is for pedestrian traffic from this subdivision across Hwy 9 to Wills Park. We are providing connection to Hwy 9 for bicycle and pedestrian. We are not currently working with the city on improvements on Hwy 9, but that's something we can evaluate further with the city.
- GDOT is expanding the sidewalks and adding a sidewalk on Wills Road.

i. North Point Redevelopment

- i. Zoning changes to 83 acres of property to Mixed Use.
- ii. The goal is to build on the foundation of the environment that's here and create an indoor/outdoor mixed use.
- iii. It will be a ten-year development.
- iv. It can have community events of up to 2,500 people.
- v. We would propose 50,000 square feet of entertainment space, and 320 units in the first phase.
- vi. Adds substantial amount of open space, a total of 18 acres.
- vii. From a drainage standpoint, we would be improving the situation.

Public Comment:

- Is this already set in stone? If so, when is demolition/groundbreaking scheduled? I have worked for JCP since 1998 and am worried about my job security. Are either of those pink locations that say "retail anchors" going to become JcPenney? If so, where will we be located? Nothing is set in stone. We had been doing a lot of research to come up with this plan. If are approved, we will begin the middle of next year. I would have to refer you to JCPenney to answer that question.
- Please include a percentage of the housing going in here as workforce housing that people who serve the citizens of Alpharetta can afford to live here! We do not currently have any percentage of work force housing. We are open to conversation, but cost of construction would require an incentive program
- Are the anchor stores aware and/or going to stay? All tenants have been spoken to.
- There is new ownership and control of the asset.
- When is this first phase going to start? Demolition would be middle of 2023 plan with 24-month construction for first phase.
- What happened to the redevelopment plan for the Mall that was approved previously, that called for the Sears portion of the mall to be removed and apartments built, along with park area and walking trails?
- Our plan is to dedicate our impact fees to stormwater. I believe we will have 2.5 million dollars that would be dedicated towards storm water.
- What about MARTA plans for a station to be located on the property? One of the bus transit stops in the middle of the highway. We have found a location that would meet up with our location.

III. **Meeting Ended at: 7:30 p.m.**

CITY OF ALPHARETTA

PUBLIC HEARING APPLICATION

FOR OFFICE USE ONLY

Case #: MP-22-03/Z-22-05/CU-22-02/V-22-07

PH #: _____

☐ Property Taxes & Code Violations Verified

☐ Fee Paid Initial: _____

COMMUNITY DEVELOPMENT DEPARTMENT

2 PARK PLAZA

ALPHARETTA, GA 30009

1. This page should be the first page in each of your completed application packets.
2. It is preferred that all responses be typed. Illegible applications will not be accepted.
3. Prior to signing and submitting your application, please check all information supplied on the following pages to ensure that all responses are complete and accurate. Incomplete applications will not be accepted.
4. Payment of all applicable fees must be made at the time of application. Payment may be made via cash, credit card (American Express, Master Card or Visa), or check made payable to "City of Alpharetta." Please note that a 3% convenience fee will be added to all credit card transactions.
5. Applications will be accepted on the designated submittal dates between the hours of 8:30 AM and 3:30 PM.
6. If you have any questions regarding this form, please contact the Community Development Department by calling 678-297-6070.

Contact Information:

Contact Name: Weston Graves c/o Trademark Management, Ltd. Telephone: 817.870.1122

Address: 1701 River Run Suite: 500

City: Fort Worth State: TX Zip: 76107 Fax: _____

Mobile Tel: _____ Email: wgraves@trademarkproperty.com

Subject Property Information:

Address: See attached Current Zoning: PSC/MU

District: _____ Section: _____ Land Lot: _____ Parcel ID: See attached

Proposed Zoning: MU Current Use: Shopping Center/Mall

This Application For (Check All That Apply):

- | | | |
|---|---|---|
| ☒ Conditional Use | ☒ Master Plan Amendment | ☐ Comprehensive Plan Amendment |
| ☒ Rezoning | ☐ Master Plan Review | |
| ☒ Variance | ☒ Public Hearing | |
| ☐ Exception | ☐ Other (Specify): _____ | |

**SUBJECT PROPERTY INFORMATION
And
PROPERTY OWNER INFORMATION**

1) 1000 North Point Parkway (12 -2610-0688-044-0)
REEP RTL NPM GA, LLC
51 Madison Avenue
New York, NY 100100

2) 4500 North Point Place (12 -2610-0688-035-8)
REEP RTL NPM GA, LLC
51 Madison Avenue
New York, NY 100100

3) 5000 North Point Drive (12 -2600-0700-012-3)
REEP RTL NPM GA, LLC
51 Madison Avenue
New York, NY 100100

4) 0 North Point Drive (12 -2720-0743-043-2)
REEP RTL NPM GA, LLC
51 Madison Avenue
New York, NY 100100

5) 6000 North Point Circle (12 -2720-0743-041-6)
REEP RTL NPM GA, LLC
51 Madison Avenue
New York, NY 100100

6) 1000 North Point Parkway (12 -2730-0742-043-1)
REEP RTL NPM GA, LLC
51 Madison Avenue
New York, NY 100100

7) 2000 North Point Circle (12 -2730-0742-039-9)
REEP RTL NPM GA, LLC
51 Madison Avenue
New York, NY 100100

8) 0 Rock Mill Rd (12 -2601-0700-001-5)
REEP RTL NPM GA, LLC
51 Madison Avenue
New York, NY 100100

APPLICANT REQUEST AND INTENT

What is the proposed use(s) of the property?

83.67 acre mixed-use development including existing shopping center, the addition of new retail/restaurant space, office, for-rent multifamily, for-sale town homes and civic/amenity space.

Applicant's Request (Please itemize the proposal):

1. Rezone 83.67 acres of Planned Shopping Center/Mixed-Use to Mixed-Use.
(Note that a portion of this property was previously approved as mixed-use.)
2. Allow uses and densities described in the Allowable Uses List and Density Table attached.
3. Allow modifications as described in exhibit by Kimley-Horn and Associates.

Applicant's Intent *(Please describe what the proposal would facilitate).*

The proposed redevelopment will demo approximately 464,000 SF of retail space including two anchor boxes and reintroduce 315,700 SF of new retail, restaurants and creative office, 900 for-rent multifamily units and 36 for-sale townhomes, 120,000 SF of office, 150 key hotel and 17.83 acres of civic/amenity space.

MASTER PLAN - FUTURE PHASES ILLUSTRATIVE (ALLOWABLE USES)

LIST OF PERMISSABLE USES:

- Amphitheater
- Animal Hospital, Small Animal (Veterinarian)
- Art Galleries
- Athletic Facilities/Fitness Studio
- Auditorium
- Auto Sales and Leasing (Trucks, Vans, Cars, and Accessories)
- Bakery
- Bank, Savings and Loan, Mortgage Company
- Barber Shop
- Beauty Shop
- Bed and Breakfast
- Book Store or Stationery
- Boutique Hotel
- Bowling Alley
- Brewery
- Broadcasting Studio (Radio and TV)
- Car Wash (as an amenity to residential)
- Carpet and Rug Sales
- Clinic, Public/Private
- Cigar Bar
- Congregate Housing, Assisted Living Facility
- Contractor's Office without outside storage
- Contractor's Office with outside storage
- Dance Studio
- Day Care Center
- Discount Store
- Distillery
- Drug Store (Pharmacy)
- Dry Cleaning, Pick Up Station

- Dwelling, "For Sale" Attached
- Dwelling, "For-Rent"
- Florist, Retail
- Golf, Miniature
- Golf Driving Range
- Grocery Store
- Hardware and Garden Supply Store
- Home Improvement Store
- Home-Elderly, Children, Nursing
- Hotel
- Hospital
- Kennel
- Liquor Store
- Massage Therapy
- Museum and Libraries
- Nail Salon
- Office
- Outdoor Recreational Facilities (Commercial, Playfields)
- Park and Playground
- Pet Grooming
- Pet Day Care
- Public Building
- Radio, TV, Transmitter, Studio
- Recreation Facilities, Indoor
- Restaurant
- Restaurant w/Drive-thru window
- Retail Establishment
- Retail Establishment (Mixed Sales)
- School, Academic
- School, Commercial (Beauty, Business)
- Shop or Studio, Craftsman/Artist
- Spa Services
- Special Event Facility
- Theater, Cinema



©2021 Torti Gallas + Partners | Grimke School, 1923 Vermont Ave NW
2nd Floor, Washington, DC 20001 | 301.588.4800



TRADE MARK



studioOutside Kimley»Horn

REZONING APPLICATION EXHIBITS
NORTH POINT MALL - ALPHARETTA, GA

North Point Mixed-Use Redevelopment - Allowable Density Chart

	Allowed Use	Base Quantity	Multiplier	Trips	MF 10	TH 7.5	Hotel 5	Office 5000	Retail 1500	Restaurant 500
Totals	Restaurant	71,140	500	142.3	1,423	1,067	711	711,400	213,420	71,140
	Retail	244,560	1500	163.0	1,630	1,223	815	815,200	244,560	81,520
	Office	120,000	5000	24.0	240	180	120	120,000	36,000	12,000
	Hotel	150	5	30.0	300	225	150	150,000	45,000	15,000
	Residential - For Sale	36	7.5	4.8	48	36	24	24,000	7,200	2,400
	Residential - For Rent	900	10	90.0	900	675	450	450,000	135,000	45,000

Total Trips of Base Quantity: 454.1

Note 1: Each allowed use's density may be increased, decreased or exchanged for density of another allowed use as long as the traffic trips generated does not exceed the trips generated by the total of the Base Quantity.

Note 2: No more than 900 For-Rent units are allowed.

PROPERTY OWNER AUTHORIZATION

Property Owner Information:

Contact Name: Crystal Wilson c/o REEP-RTL NPM GA, LLC Telephone: 770-395-2330

Address: 51 Madison Avenue Suite: 9th Floor

City: New York State: NY Zip: 10010

Authorization:

I do solemnly swear and attest, subject to criminal penalties for false swearing, that I am the legal owner, as reflected in the records of Fulton County, Georgia, of the property identified below, which is the subject of the attached Application for Public Hearing before the City of Alpharetta, Georgia.

As the legal owner of record of the subject property, I hereby authorize the individual named below to act as the applicant in the pursuit of the Application for Public Hearing in request of the items indicated below.

- | | |
|---|---|
| ☐ Annexation | ☐ Special Use |
| ☒ Rezoning | ☒ Conditional Use |
| ☒ Variance | ☒ Master Plan |
| ☐ Land Use Application | ☐ Other |

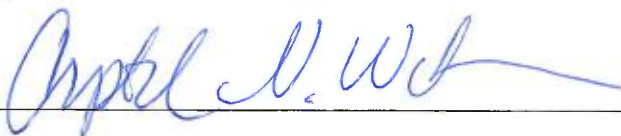
Property Owner's Authorized Applicant (if applicable):

Name of Authorized Applicant: Weston Graves c/o Trademark Management, Ltd. Telephone: 817-810-5319

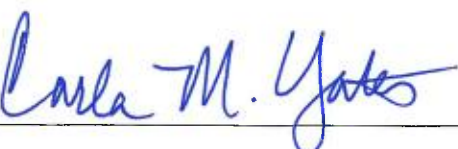
Address: 1701 River Run Suite: 500

City: Fort Worth State: TX Zip: 76107

So Sworn and Attested:

Owner Signature:  Date: 2/25/22

Notary:

Notary Signature:  Date: 2/25/22



DISCLOSURE FORM

The Official Code of Georgia Annotated requires disclosure of campaign contributions to government officials by an applicant or opponent of a rezoning or public hearing petition (O.C.G.A. 36-67 A-1).

Applicants must file this form with the City of Alpharetta Community Development Department within ten (10) days after filing for rezoning or public hearing. Opponents to a rezoning or public hearing petition must file this form five (5) days prior to the Planning Commission meeting at which the subject rezoning or public hearing petition is scheduled to be heard.

Name of Applicant or Opponent: **Crystal Wilson**

Subject Public Hearing Case: **North Point Mall Mixed-Use Development**

Campaign Contribution Information:

Please provide the requested information for each contribution with a dollar amount or value of \$250 or more made within the past two (2) years to an Alpharetta Official by the individual identified above. Please use a separate form for each Alpharetta Official to whom such a contribution as been made.

If the individual identified above has made no such contributions to an Alpharetta Official within the past two (2) years, please indicate this by entering "N/A" on the appropriate lines below.

Name of Official: _____ Position: _____

Description of Contribution: _____ Value: _____

Description of Contribution: _____ Value: _____

Description of Contribution: _____ Value: _____

Description of Contribution: _____ Value: _____

Description of Contribution: _____ Value: _____

Campaign Contribution Information:

I do solemnly swear and attest, subject to criminal penalties for false swearing, that the information provided in this Disclosure Form is true and accurate and that I have disclosed herein any and all campaign contributions made to an Official of the City of Alpharetta, Georgia in accordance with O.C.G.A. 36-67 A-1.

Signature: _____

Date: _____

DISCLOSURE FORM

The Official Code of Georgia Annotated requires disclosure of campaign contributions to government officials by an applicant or opponent of a rezoning or public hearing petition (O.C.G.A. 36-67 A-1).

Applicants must file this form with the City of Alpharetta Community Development Department within ten (10) days after filing for rezoning or public hearing. Opponents to a rezoning or public hearing petition must file this form five (5) days prior to the Planning Commission meeting at which the subject rezoning or public hearing petition is scheduled to be heard.

Name of Applicant or Opponent: **Weston Graves**

Subject Public Hearing Case: **North Point Mall Mixed-Use Development**

Campaign Contribution Information:

Please provide the requested information for each contribution with a dollar amount or value of \$250 or more made within the past two (2) years to an Alpharetta Official by the individual identified above. Please use a separate form for each Alpharetta Official to whom such a contribution as been made.

If the individual identified above has made no such contributions to an Alpharetta Official within the past two (2) years, please indicate this by entering "N/A" on the appropriate lines below.

Name of Official: _____ Position: _____

Description of Contribution: _____ Value: _____

Description of Contribution: _____ Value: _____

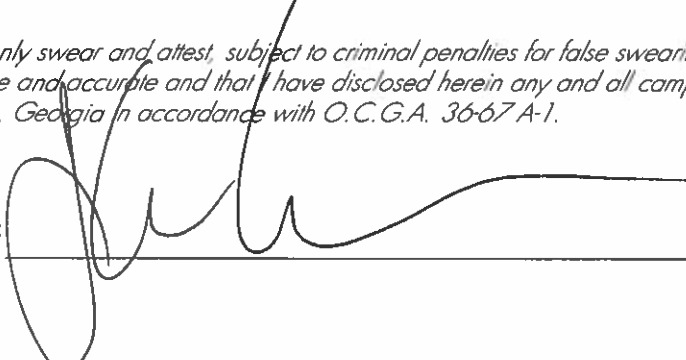
Description of Contribution: _____ Value: _____

Description of Contribution: _____ Value: _____

Description of Contribution: _____ Value: _____

Campaign Contribution Information:

I do solemnly swear and attest, subject to criminal penalties for false swearing, that the information provided in this Disclosure Form is true and accurate and that I have disclosed herein any and all campaign contributions made to an Official of the City of Alpharetta, Georgia in accordance with O.C.G.A. 36-67 A-1.

Signature:  _____

Date: **2-24-22**

DISCLOSURE FORM

The Official Code of Georgia Annotated requires disclosure of campaign contributions to government officials by an applicant or opponent of a rezoning or public hearing petition (O.C.G.A. 36-67 A-1).

Applicants must file this form with the City of Alpharetta Community Development Department within ten (10) days after filing for rezoning or public hearing. Opponents to a rezoning or public hearing petition must file this form five (5) days prior to the Planning Commission meeting at which the subject rezoning or public hearing petition is scheduled to be heard.

Name of Applicant or Opponent: Carl E. Westmoreland, as Attorney for Trademark Management, Ltd.

Subject Public Hearing Case: North Point Mall

Campaign Contribution Information:

Please provide the requested information for each contribution with a dollar amount or value of \$250 or more made within the past two (2) years to an Alpharetta Official by the individual identified above. Please use a separate form for each Alpharetta Official to whom such a contribution as been made.

If the individual identified above has made no such contributions to an Alpharetta Official within the past two (2) years, please indicate this by entering "N/A" on the appropriate lines below.

Name of Official: _____ Position: _____

Description of Contribution: _____ Value: _____

Description of Contribution: _____ Value: _____

Description of Contribution: _____ Value: _____

Description of Contribution: _____ Value: _____

Description of Contribution: _____ Value: _____

Campaign Contribution Information:

I do solemnly swear and attest, subject to criminal penalties for false swearing, that the information provided in this Disclosure Form is true and accurate and that I have disclosed herein any and all campaign contributions made to an Official of the City of Alpharetta, Georgia in accordance with O.C.G.A. 36-67 A-3.

Signature: 

Date: 2/28/22

ALPHARETTA PLANNING COMMISSION REVIEW CRITERIA

How will this proposal be compatible with surrounding properties?

See attached Letter of Intent.

How will this proposal affect the use and value of the surrounding properties?

See attached Letter of Intent.

Can the property be developed for a reasonable economic use as currently zoned? Please explain why or why not.

See attached Letter of Intent.

What would be the increase to population and traffic if the proposal were approved?

See attached Letter of Intent.

What would be the impact to schools and utilities if the proposal were approved?

See attached Letter of Intent.

How is the proposal consistent with the Alpharetta Comprehensive Plan; particularly the Future Land Use Map?

See attached Letter of Intent.

Are there existing or changing conditions which affect the development of the property and support the proposed request?

See attached Letter of Intent.

On a separate sheet or sheets, please provide any information or evidence that supports your request and the statements that you have provided in this application.

BOARD OF ZONING APPEALS REVIEW CRITERIA

Please respond to the following ONLY if you are applying for a zoning variance.

Are there extraordinary and exceptional conditions pertaining to the subject property because of its size, shape, or topography? Please describe them.

See attached Letter of Intent.

Would the application of the Zoning Code standards as they relate to the subject property create an unnecessary hardship? Please explain.

See attached Letter of Intent.

Are there conditions that are peculiar to the subject property? Please describe them in detail.

See attached Letter of Intent.

Would relief, if granted, cause substantial detriment to the public good or impair the purpose and intent of the Zoning Code? Please defend your response.

See attached Letter of Intent.

On a separate sheet or sheets, please provide any information or evidence that supports your request and the statements that you have provided in this application.



TRADE MARK

February 28, 2022

Ms. Kathi Cook, Director
Community Development
City of Alpharetta, Georgia
287 South Main Street
Alpharetta, Georgia 30004

RE: NORTH POINT MIXED-USE REDEVELOPMENT

Dear Kathi,

On behalf of the property owner, REEP-RTL NPM GA, LLC, Trademark Management, Ltd. is providing this letter of intent for the mixed-use redevelopment of 83.67 acres of North Point Mall (the "Property") located at 1000 North Point Circle. The Property consists of eight parcels which is comprised of both of Planned Shopping Center (PSC) and Mixed-Use (MU) zoning.

PROPERTY BACKGROUND

Opened in 1993, North Point Mall served as the premier regional shopping center for North Fulton County. Bounded by GA 400 to the north and North Point Parkway to the south, the Property is comprised of a two-level regional mall with 379,000+ SF of in-line retail, The Cheesecake Factory (10,300 SF) restaurant outbuilding, an AMC Theater (46,080 SF), JC Penney (120,843 SF), Macy's (240,000 SF) and a former Sears (154,886 SF) vacant building. The larger site also includes the Von Maur (139,121 SF) and Dillard's (248,151 SF) anchors which are excluded from the application.

Today, North Point Mall is an asset in decline. Loss of sales volume and marquis tenants over the last several years have led to significant vacancy and the lack of a story to attract customers and tenants alike. The decline is not a concept specific to North Point Mall or the greater Atlanta region, enclosed shopping centers across the country have experienced the same fate. Changing consumer preferences and the shift from traditional department stores to lifestyle/experiential retail and the desire for walkable mixed-use environments with housing, office and entertainment options is a consistent trend that must influence the future of North Point Mall.

PROPOSAL

The applicant and property owner, submit this application to evolve the existing mall and surround area into a vibrant, open-air mixed-use environment. The proposed multi-phased redevelopment will demo approximately 464,000 SF of retail space including two anchor boxes and reintroduce 315,700 SF of new retail, restaurants, and creative office, 900 for-rent multifamily units, 36 for-sale townhomes, 120,000 SF of office, 150 key hotel and 17.83 acres of civic/amenity space. The existing Center Court in front of Macy's will become the new front door of the mall including renovated exterior facades that open out to a vibrant outdoor Event Plaza. A former sea of parking will be transformed into a compact mixed-use environment linked by walkable streets as well as an attractive and meaningful public spaces for visitors and residents to enjoy.



TRADE MARK

To achieve this mixed-use environment the applicant and property owner, request the following: 1) Rezone the remaining Property from PSC to MU; 2) Permit the allowable uses and density identified in Exhibit A & Exhibit B, respectively; and 3) Grant variances outlined by Kimley-Horn Associates in Exhibit C.

As identified in the Horizon 2040 Comprehensive Plan, this property is a “priority area” for the City of Alpharetta and it must evolve to thrive and preserve North Point as a regional destination for shopping, jobs, and entertainment.

PLANNING COMMISSION/BOARD OF ZONING APPEALS REVIEW CRITERIA

How will this proposal be compatible with surrounding properties?

The Property is immediately adjacent to several commercial uses contained within the existing North Point area development. The additional MU zoning will allow the introduction of residential, office, hotel and entertainment uses to an existing regional shopping center and surrounding commercial area. The Proposed Development will right size the existing mall retail and create a more vibrant mixed-use environment for the North Point area.

How will this proposal affect the use and value of the surrounding properties?

The proposed additional MU zoning will help revitalize the existing North Point Mall and surrounding commercial area by introducing resident and daytime population not currently located at the Property. Consequently, the MU zoning will have a positive effect on the surrounding property values and redevelop large surface parking lots in North Point into vertical development including residential.

Can the property be developed for a reasonable economic use as currently zoned? Please explain why or why not.

The Property has suffered economically as consumer preferences have moved away from traditional enclosed malls in favor of walkable mixed-use developments. While a portion of the property is zoned MU, the remaining property is zoned PSC. These current zoning rights will not allow the type of dense mixed-use development needed to re-energize the growth of the existing mall and surrounding area.

What would be the increase to population and traffic if the proposal were approved?

An ARC’s Developments of Regional Impact (DRI) study is being done to verify traffic impact, but it is expected that the impact of this development will be net neutral for trips generated due to the amount of existing retail being removed.

The proposed development includes 936 new dwellings to the site. Assuming 1.5 people per dwelling this would increase the resident population of the property by 1,404 people.

What would be the impact to schools and utilities if the proposal were approved?

The school aged residents will attend Northwood Elem. School; Haynes Bridge MS; and Centennial HS. Based on similar multifamily developments, The number of school aged



TRADE MARK

children residing in the development is estimated to be 15 school aged children per 300 residential units. Existing utility capacity is expected to serve the development.

How is the proposal consistent with the Alpharetta Comprehensive Plan; particularly the Future Land Use Map?

The proposed redevelopment aligns with the Comprehensive Plan, Horizon 2040 which designates the Property's future land use as MU. The parcels currently zoned PSC are not consistent with Alpharetta's designation of the MU future land use. The approval of this request will allow the Property to be developed in accordance with the future vision for the area, creating a sense of place, permitting mixed-uses and encouraging economic growth.

Are there existing or changing conditions which affect the development of the property and support the proposed request?

The enclosed shopping mall has suffered a significant decline as more and more consumers migrate to online sales and open, mixed-use types of development. The portion of the property zoned PSC zoning limits development of the property to what exists (i.e., a shopping center) and is not practical in the shifting consumer environment. The proposed redevelopment will result in a practical, useful, and marketable development, which will complement the existing shopping mall.

Are there extraordinary and exceptional conditions pertaining to the subject property because of its size, shape, or topography? Please describe them.

The existing infrastructure and topography should be considered extraordinary conditions. A significant portion of cost of this development is attributed to removing existing conditions (buildings, grading, etc.) to allow for more viable development. The proposed development density is required to offset these costs and make the project financially viable. The building heights, footprints and organization are necessary to achieve the density and still provide a mix of uses.

Would the application of the Zoning Code standards as they relate to the subject property create an unnecessary hardship? Please explain.

Yes, existing zoning would not allow for redevelopment of the property into a dense mixed-use environment and would result in the continued decline of the existing asset. The current allowable uses on the PSC portion of the Property do not allow flexibility to fill vacancies with non-retail uses.

Are there conditions that are peculiar to the subject property? Please describe them in detail.

Yes, the greater project site is currently developed into a two-level regional mall 1.3M SF of retail with multiple property owners and cross easement burdens. The total retail SF calculation includes Von Maur and Dillard's properties which are not a part of the zoning application.



TRADE MARK

Would relief, if granted, cause substantial detriment to the public good or impair the purpose and intent of the Zoning Code? Please defend your response.

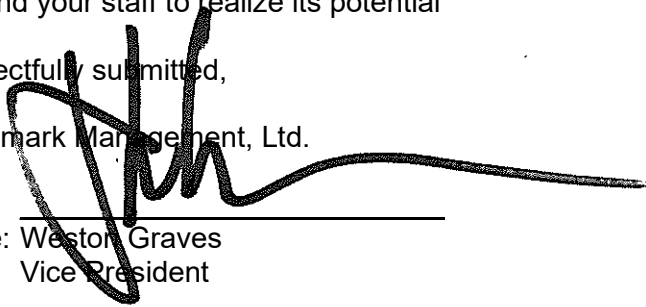
No. This redevelopment represents the mixed-use environment outlined in the North Point Livable Centers Initiative (LCI) and land uses consistent with the Comprehensive Plan. The Northpoint LCI Overlay requires every new development to meet EcoDistrict points. The redevelopment of the Property requires at least 10 eco-points. The Property, as designed, will be divided into five zones which will meet or exceed the requirement.

CONCLUSION

The applicant respectfully requests that the Alpharetta City Council grant the requested rezoning, change of Master Plan, Conditional Use Permits, and the variances as submitted. North Point Mall is poised to become a thriving mixed-use community and we look forward to working with you and your staff to realize its potential

Respectfully submitted,

Trademark Management, Ltd.

By: 

Name: Weston Graves

Its: Vice President

EXHIBIT A

PROPOSED ALLOWABLE USES

MASTER PLAN - FUTURE PHASES ILLUSTRATIVE (ALLOWABLE USES)

LIST OF PERMISSABLE USES:

- Amphitheater
- Animal Hospital, Small Animal (Veterinarian)
- Art Galleries
- Athletic Facilities/Fitness Studio
- Auditorium
- Auto Sales and Leasing (Trucks, Vans, Cars, and Accessories)
- Bakery
- Bank, Savings and Loan, Mortgage Company
- Barber Shop
- Beauty Shop
- Bed and Breakfast
- Book Store or Stationery
- Boutique Hotel
- Bowling Alley
- Brewery
- Broadcasting Studio (Radio and TV)
- Car Wash (as an amenity to residential)
- Carpet and Rug Sales
- Clinic, Public/Private
- Cigar Bar
- Congregate Housing, Assisted Living Facility
- Contractor's Office without outside storage
- Contractor's Office with outside storage
- Dance Studio
- Day Care Center
- Discount Store
- Distillery
- Drug Store (Pharmacy)
- Dry Cleaning, Pick Up Station

- Dwelling, "For Sale" Attached
- Dwelling, "For-Rent"
- Florist, Retail
- Golf, Miniature
- Golf Driving Range
- Grocery Store
- Hardware and Garden Supply Store
- Home Improvement Store
- Home-Elderly, Children, Nursing
- Hotel
- Hospital
- Kennel
- Liquor Store
- Massage Therapy
- Museum and Libraries
- Nail Salon
- Office
- Outdoor Recreational Facilities (Commercial, Playfields)
- Park and Playground
- Pet Grooming
- Pet Day Care
- Public Building
- Radio, TV, Transmitter, Studio
- Recreation Facilities, Indoor
- Restaurant
- Restaurant w/Drive-thru window
- Retail Establishment
- Retail Establishment (Mixed Sales)
- School, Academic
- School, Commercial (Beauty, Business)
- Shop or Studio, Craftsman/Artist
- Spa Services
- Special Event Facility
- Theater, Cinema



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2nd Floor, Washington, DC 20001 | 301.588.4800



TRADE MARK



studioOutside Kimley»Horn

REZONING APPLICATION EXHIBITS
NORTH POINT MALL - ALPHARETTA, GA

EXHIBIT B
DENSITY TABLE

North Point Mixed-Use Redevelopment - Allowable Density Chart

	Allowed Use	Base Quantity	Multiplier	Trips	MF 10	TH 7.5	Hotel 5	Office 5000	Retail 1500	Restaurant 500
Totals	Restaurant	71,140	500	142.3	1,423	1,067	711	711,400	213,420	71,140
	Retail	244,560	1500	163.0	1,630	1,223	815	815,200	244,560	81,520
	Office	120,000	5000	24.0	240	180	120	120,000	36,000	12,000
	Hotel	150	5	30.0	300	225	150	150,000	45,000	15,000
	Residential - For Sale	36	7.5	4.8	48	36	24	24,000	7,200	2,400
	Residential - For Rent	900	10	90.0	900	675	450	450,000	135,000	45,000

Total Trips of Base Quantity: 454.1

Note 1: Each allowed use's density may be increased, decreased or exchanged for density of another allowed use as long as the traffic trips generated does not exceed the trips generated by the total of the Base Quantity.

Note 2: No more than 900 For-Rent units are allowed.

EXHIBIT C
VARIANCES

- 1. Building Height Variance (UDC Sec 2.10.3.D). See Zoning Site Plan for specific information.**
- 2. Encroachment into the GA 400 120' Buffer for the MARTA BRT R/W acquisition and the multi-use trail.**
- 3. Conditional use to increase Multifamily Residential density from 8 unit/acre to 10.8 units/acre (UDC Sec 2.10.2.B.3.C).**

SIGN VARIANCE REVIEW CRITERIA

Are there exceptional conditions pertaining to the property where the sign is to be located as a result of the property size, shape, or topography which are not applicable to other lands or structures in the area? If "yes," please explain.

☐ Yes

☐ No

Would the applicant be deprived of rights that are commonly enjoyed by others similarly situated? If "yes," please explain.

☐ Yes

☐ No

Would granting the variance confer on the applicant any significant privileges which are denied to others similarly situated? If "yes," please explain.

☐ Yes

☐ No

Are the exceptional circumstances the result of actions of the applicant or the applicant's representatives? If "yes," please explain.

☐ Yes

☐ No

Is the requested variance the minimum necessary to allow the applicant to enjoy rights commonly enjoyed by others similarly situated? If "no," please explain.

☐ Yes

☐ No

Would granting of the variance violate more than one standard of the Unified Development Code? If "yes," please explain.

☐ Yes

☐ No

Would granting the variance result in allowing a sign that interferes with road or highway visibility or obstruct or otherwise interfere with the safe and orderly movement of traffic? On a separate sheet or sheets, please defend your response.

☐ Yes

☐ No

CITIZEN PARTICIPATION FORM - PART A

This form must be completed and submitted with the applicant's completed Public Hearing Application. Applications submitted to the City of Alpharetta without a completed Citizen Participation Form - Part A will not be accepted.

Public Hearing or Project Name: North Point Mixed-Use Redevelopment

Contact Name: Weston Graves Telephone: 817.810.5319

The following people will be notified of this application and provided information describing the subject proposal. Please note that ALL adjoining property owners MUST be notified. Use additional pages as needed.

See attached list. We will contact
them immediately to schedule an
informational meeting.

Method by which these individuals will be contacted. Please mark all that apply. *If you select "Other," please provide a description of the method of contact that will be used.*

☒

Letter

☐

Personal Visits

☒

Telephone

☒

Group Meeting

☒

Email

☐

Other *(Please Specify)*

Please describe the method(s) by which these individuals will have the opportunity to respond or contact the applicant with questions or concerns about the proposal.

At public meeting(s) or by reaching out to Weston Graves or the mall General Manager, Nick Nicolosi. An email address will be provided.

Attachment to Citizen Participation Form A

Neighborhoods & Associations

- Creekside at Westwood
- Emblem Alpharetta
- Atria North Point
- Encore Walk
- Echo at North Point Center
- Ashton Woods by Serenade
- Overture at Encore
- Westside Villas
- Avana North Point Apartments
- Alpha Loop Foundation
- Alpharetta Business Association
- Alpharetta Convention & Visitors Bureau
- Arts Alpharetta
- Bike Alpharetta
- Greater North Fulton Chamber of Commerce
- North Fulton CID

Property owners within 500 Feet

- DILLARD DEPARTMENT STORES INC
- VON MAUR INC.
- BRI 1870 NORTH POINT LLC
- ALPHA Z-BOY PARTNERS, LLC
- BRE LQ Properties LLC
- HOLLYWOOD CAMARILLO PARTNERS L P
- HUBERT PROP LLLP
- RIPON MAIN ASSOCIATES L P
- SUN TRUST BANK AT
- PALM J LLC
- SWANN INVESTMENTS LP
- COLE CP ALPHARETTA GA LLC
- HPTMI II PROPERTIES TRUST
- BRE LQ PROPERTIES LLC
- BP NORTHPOINT LLC
- GM NORTH POINT TWO LLC
- BRE LQ PROPERTIES LLC
- VILLAGE CREATIVE LABS PARTNERS L P
- GRBK NORTH POINT LLC
- ANSLEY INVESTMENT PARTNERS L P
- D & D INVESTMENT ASSOCIATES LLLP
- NPMC RETAIL LC
- DAYTON HUDSON CORP
- BLUE VENTURES LLC

CITIZEN PARTICIPATION FORM - PART B

This form must be completed and submitted to the City of Alpharetta Community Development Department a minimum of twenty (20) working days prior to the scheduled Public Hearing. Failure to do so will result in cancellation of the scheduled hearing.

Public Hearing or Project Name: North Point Mixed-Use Redevelopment

Contact Name: Weston Graves Telephone: 817.810.5319

Please describe comments and concerns provided by any and all individuals contacted as part of the the Citizen Participation Program. If any individuals provided written correspondence, please attach copies of same to this report.

Responses will be gathered at the first public meeting.

Method by which these individuals were contacted. Please mark all that apply. *Please provide samples of any and all written communications used to provide notification.*

- | | |
|---|---|
| ☐ Letter | ☐ Personal Visits |
| ☐ Telephone | ☒ Group Meeting |
| ☒ Email | ☐ Other (Please Specify) _____ |

Attach a list of people who have been notified of this application and provided information describing the subject proposal. Please note that ALL adjoining property owners MUST be notified.

I, the undersigned, as an authorized representative of the applicant and Public Hearing item identified above, do solemnly swear and attest, subject to criminal penalties for false swearing, that the information provided in this Citizen Participation Form - Part B and in any and all documents provided in support of this report are true and accurate. I further understand that any false statements provided by representatives of the applicant as part of this report may result in penalties up to and including denial of the subject application.

Signature of Authorized Agent: _____

Date: 2-24-22

Print Form

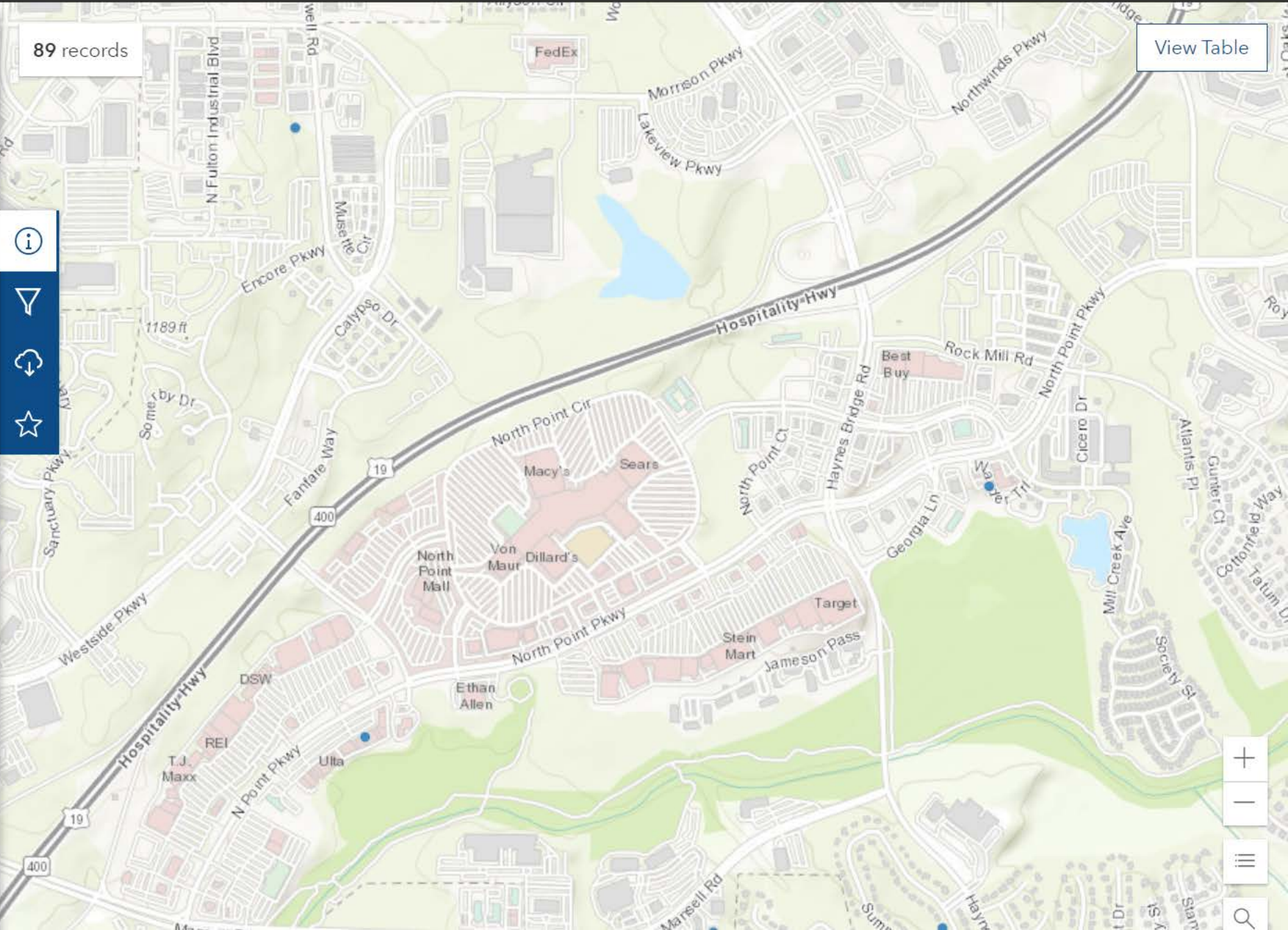
Code Enforcement



AlphaGIS Administrator
The City of Alpharetta

[View Full Details](#)

- Dataset**
Feature Layer
- August 11, 2021**
Info Updated
- August 11, 2021**
Data Updated
- June 21, 2018**
Published Date
- 89 Records**
[View data table](#)
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89 records

[View Table](#)



Real Estate

View Bill

View bill image

As of	2/24/2022
Bill Year	2021
Bill	2106790
Owner	NORTH POINT MALL L P
Parcel ID	12 -2600-0700-012-3

[View payments/adjustments](#)

Installment	Pay By	Amount	Payments/Credits	Balance	Interest	Due
1	12/1/2021	\$18,485.56	\$18,485.56	\$0.00	\$0.00	\$0.00
TOTAL		\$18,485.56	\$18,485.56	\$0.00	\$0.00	\$0.00

Real Estate

View Bill

View bill image

As of	2/24/2022
Bill Year	2021
Bill	2106872
Owner	G G P NORTH POINT INC
Parcel ID	12 -2601-0700-001-5

[View payments/adjustments](#)

Installment	Pay By	Amount	Payments/Credits	Balance	Interest	Due
1	12/1/2021	\$178.26	\$178.26	\$0.00	\$0.00	\$0.00
TOTAL		\$178.26	\$178.26	\$0.00	\$0.00	\$0.00



Real Estate

View Bill

View bill image

As of	2/24/2022
Bill Year	2021
Bill	2106884
Owner	GGP NORTH POINT LAND L L C
Parcel ID	12 -2610-0688-035-8

[View payments/adjustments](#)

Installment	Pay By	Amount	Payments/Credits	Balance	Interest	Due
1	12/1/2021	\$21,349.76	\$21,349.76	\$0.00	\$0.00	\$0.00
TOTAL		\$21,349.76	\$21,349.76	\$0.00	\$0.00	\$0.00

Real Estate

View Bill

View bill image

As of	2/24/2022
Bill Year	2021
Bill	2106885
Owner	G G P NORTH POINT INC
Parcel ID	12 -2610-0688-044-0

[View payments/adjustments](#)

Installment	Pay By	Amount	Payments/Credits	Balance	Interest	Due
1	12/1/2021	\$264,500.00	\$264,500.50	(\$0.50)	\$0.00	(\$0.50)
TOTAL		\$264,500.00	\$264,500.50	(\$0.50)	\$0.00	(\$0.50)



Real Estate

View Bill

View bill image

As of	2/24/2022
Bill Year	2021
Bill	2107476
Owner	SEARS
Parcel ID	12 -2720-0743-041-6

[View payments/adjustments](#)

Installment	Pay By	Amount	Payments/Credits	Balance	Interest	Due
1	12/1/2021	\$11,209.51	\$11,209.51	\$0.00	\$0.00	\$0.00
TOTAL		\$11,209.51	\$11,209.51	\$0.00	\$0.00	\$0.00



Real Estate

View Bill

View bill image

As of	2/24/2022
Bill Year	2021
Bill	2107501
Owner	G G P NORTH POINT INC
Parcel ID	12 -2730-0742-039-9

[View payments/adjustments](#)

Installment	Pay By	Amount	Payments/Credits	Balance	Interest	Due
1	12/1/2021	\$12,375.84	\$12,375.84	\$0.00	\$0.00	\$0.00
TOTAL		\$12,375.84	\$12,375.84	\$0.00	\$0.00	\$0.00



Real Estate

View Bill

View bill image

As of	2/24/2022
Bill Year	2021
Bill	2107504
Owner	G G P NORTH POINT INC
Parcel ID	12 -2730-0742-043-1

[View payments/adjustments](#)

Installment	Pay By	Amount	Payments/Credits	Balance	Interest	Due
1	12/1/2021	\$9,419.65	\$9,419.65	\$0.00	\$0.00	\$0.00
TOTAL		\$9,419.65	\$9,419.65	\$0.00	\$0.00	\$0.00

Real Estate

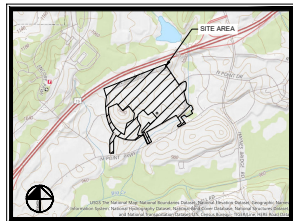
View Bill

[View bill image](#)

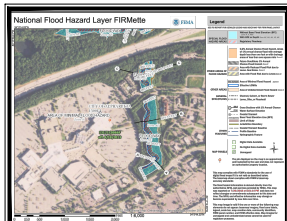
As of	2/24/2022
Bill Year	2021
Bill	2107477
Owner	G G P NORTH POINT INC
Parcel ID	12 -2720-0743-043-2

[View payments/adjustments](#)

Installment	Pay By	Amount	Payments/Credits	Balance	Interest	Due
1	12/1/2021	\$6,210.00	\$6,210.00	\$0.00	\$0.00	\$0.00
TOTAL		\$6,210.00	\$6,210.00	\$0.00	\$0.00	\$0.00



VICINITY MAP



FEMA MAP

OPEN SPACE LEGEND

CIVIC SPACE

AMENITY SPACE

STORMWATER NOTE:

SITE WILL CONTAIN ONSITE STORMWATER CONTROLS TO MEET ALL LOCAL AND STATE REQUIREMENTS. THIS MAY INCLUDE THE COMBINATION OF SEVERAL COMPONENTS: PERVIOUS PAVING, INFILTRATION FIELDS, BIORETENTION AREAS, OR OTHER COMPONENTS PROVIDING RUNOFF REDUCTION (IF INFILTRATION RATES ALLOW), CHANNEL PROTECTION, AND OVERBANK FLOODING PROTECTION PER THE CODE REQUIREMENTS. DETENTION SHALL BE PROVIDED WITHIN A CONCRETE VAULT BENEATH THE PARKING DECK.

SITE PLAN NOTE:

THE BUILDING FOOTPRINTS, DRIVEWAY LOCATIONS, OPEN SPACE LOCATIONS, SIDEWALK DESIGNS AND LOCATIONS, AND PARKING LOCATIONS ON THIS SITE PLAN ARE FOR ILLUSTRATIVE PURPOSES. THEIR SHAPES, LOCATIONS, AND AMOUNTS MAY VARY AS ALLOWED FOR BY THE SITE DATA TABLE, MU REGULATIONS, AND THE NORTH POINT OVERLAY.

DEVELOPMENT SUMMARY:

SITE SUMMARY:

CURRENT ZONING: PDMDU
PROPOSED ZONING: MU
OVERLAY DISTRICT: NORTH POINT OVERLAY

SITE AREA:
Existing Mall Total Area: 98.57 ACRES
Proposed Area to be Re-zoned: 83.67 ACRES (Excludes Dillard's / Von Maur)

SETBACKS & BUFFERS:
BUILDING SETBACKS: NONE
LANDSCAPE SETBACKS: NONE
UNDEVELOPED BUFFERS: 100' GA 400 BUFFER *

LAND USES & DENSITIES:
Note: Areas include Dillard's and Von Maur. All areas are gross areas.

EXISTING

MALL INTERIOR AREA	1,151,800 SF
RESTAURANT (Chesapeake Factory)	10,300 SF

PROPOSED

REMAINING MALL INTERIOR AREA	653,700 SF
EXISTING RESTAURANT (Chesapeake Factory)	10,300 SF
PROPOSED RESTAURANT	71,140 SF
PROPOSED RETAIL	244,580 SF
OFFICE	120,000 SF
MULTIFAMILY TOWNHOMES	900 UNITS
MULTIFAMILY TOWNHOMES	96 UNITS
MULTIFAMILY TOWNHOMES	162 KEYS

BUILDING HEIGHTS:

MAXIMUM ALLOWABLE

COMMERCIAL	4 STORIES
OFFICE	4 STORIES OR 60'
MULTIFAMILY	4 STORIES OR 60'
TOWNHOME	4 STORIES OR 60'
HOTEL	4 STORIES OR 60'

PROPOSED MAXIMUM

COMMERCIAL	4 STORIES OR 60'
OFFICE	6 STORIES OR 80'
MULTIFAMILY	6 STORIES OR 80' *
TOWNHOME	4 STORIES OR 60' *
HOTEL	6 STORIES OR 80' *

PARKING SUMMARY:
Note: Parking calculations include the 20% reduction allowed for the North Point Overlay.
Note: Excludes Dillard's and Von Maur parking lots.

REQUIRED PARKING:

REMAINING MALL AREA	1,831 SPACES (1 / 260 SFP/80)
RETAIL (244,580 SF)	783 SPACES (1 / 260 SFP/80)
RESTAURANT (71,140 SF)	129 SPACES (1 / 160 SFP/80)
OFFICE (120,000 SF)	576 SPACES (1 / 260 SFP/80)
MULTIFAMILY (900 UNITS)	116 SPACES (1.05 / UNIT/80)
TOWNHOMES (96 UNITS)	72 SPACES (2 / UNIT)
MULTIFAMILY (162 KEYS)	126 SPACES (1.05 / UNIT/80)

PROPOSED PARKING:

REMAINING SURFACE PARKING	3,125 SPACES
EXISTING PARKING DECK	1,175 SPACES
MULTIFAMILY PARKING DECKS	1,200 SPACES
TOWNHOMES	100 SPACES
SURFACE PARKING	170 SPACES
ON-STREET PARKING	100 SPACES

OPEN SPACE REQUIREMENTS

CIVIL SPACE:	10.71 ACRES (12.6% SITE AREA)
AMENITY SPACE:	4.18 ACRES (5% SITE AREA)

PROPOSED OPEN SPACE

CIVIC SPACE:	10.85 ACRES (472,565 SF)
SQUARE	1.20 ACRES (52,225 SF)
PLAZA	5.52 ACRES (242,360 SF)
POCKET PARKS	1.28 ACRES (55,730 SF)
PARK	2.49 ACRES (108,250 SF)
MULTI-USE TRAILS	0.37 ACRES (16,000 SF)

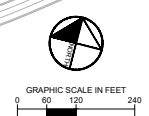
AMENITY SPACE:

OUTDOOR DINING	0.33 ACRES (14,240 SF)
PATIOS AND PORCHES	0.24 ACRES (10,400 SF)
YARDS AND LAWNS	1.38 ACRES (60,300 SF)
ENHANCE HARDSCAPE	3.51 ACRES (153,050 SF)
BALCONIES	0.10 ACRES (4,500 SF)
POOL AREA	0.91 ACRES (39,500 SF)
SPORTS COURTS	0.45 ACRES (19,800 SF)

VARIANCES:

Note: An asterisk (*) in the notes above denotes a variance is required.

- BUILDING HEIGHT VARIANCE (UDC SEC 2.10.3.D).
- ENCROACHMENT INTO THE GA 400 120' BUFFER FOR THE MARTA BRT ROW ACQUISITION AND THE MULTI-USE TRAIL.
- CONDITIONAL USE TO INCREASE MULTIFAMILY RESIDENTIAL DENSITY FROM 8 UNITS/ACRE TO 10.8 UNITS/ACRE (UDC SEC 2.10.2.B.3.C).



Drawing name: K:\ATL_Civil\14555000_NorthPointEcoOverlay\Drawings\2022\02-28\Zoning\Site Plan\20220228 NP Eco Overlay\Drawings.dwg ZONING SITE PLAN Mar 01, 2022 12:56pm by: kyle rouse

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Kimley-Horn

TRADEMARK
PROPERTY COMPANY

1701 RIVER RUN, SUITE 500
FORT WORTH, TX 76107
PHONE: 817.505.5010
WWW.KIMLEY-HORN.COM

PROJECT

PROJECT ECO

6000 NORTH POINT CIRCLE, ALPHARETTA, GA 30022

STATE OF GEORGIA
REGISTERED PROFESSIONAL ENGINEER
No. 11512
F.L. FLYNN

GEWCC NO. 0000072899
LICENSE NO. SPG
DESIGNED BY JTR
REVIEWED BY JTR
DATE 11/15/2021
PROJECT NO. 014555000
TITLE ZONING SITE PLAN
SHEET NUMBER
ZP-01



studioOutside
Kimley»Horn



NORTH POINT

REZONING APPLICATION EXHIBITS

December 20th, 2021

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An aerial architectural rendering of a proposed development at North Point Mall. The image shows a mix of modern, multi-story commercial buildings with large glass windows and older, two-story structures. A central courtyard area is filled with numerous trees and greenery. A large, white, stylized letter 'P' is overlaid on the left side of the image. The entire scene is rendered in a blue-toned, wireframe style.

NORTH POINT MALL

REPOSITIONING MASTER PLAN
A VISION FOR THE FUTURE

An architectural rendering of a proposed development in Alpharetta, Georgia. The image shows a mix of modern and traditional building styles, including a large modern building with a glass facade, several smaller houses with gabled roofs, and a central courtyard area with trees and a circular plaza. The entire scene is rendered in a blue-tinted, wireframe style.

1.1

NORTH POINT MALL

A UNIQUE DESTINATION IN ALPHARETTA

NORTH POINT TODAY

ALPHARETTA'S REGIONAL MALL

While newer retail mixed-use properties like Avalon and Alpharetta City Center have become strong drivers for the City, and have garnered national attention, they also tend to serve a more luxury oriented customer.

NORTH POINT MALL REMAINS POPULAR WITH FAMILIES AND IS MORE WELCOMING FOR SHOPPERS ACROSS VARIOUS PRICE-POINTS.

This wider customer base should be celebrated in the mall's transformation; enhancing its ability to serve the needs of the region and local community in unique ways.



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REZONING APPLICATION EXHIBITS
NORTH POINT MALL - ALPHARETTA, GA



1.2

NORTH POINT OVERLAY

LIVEABLE CENTERS INITIATIVE

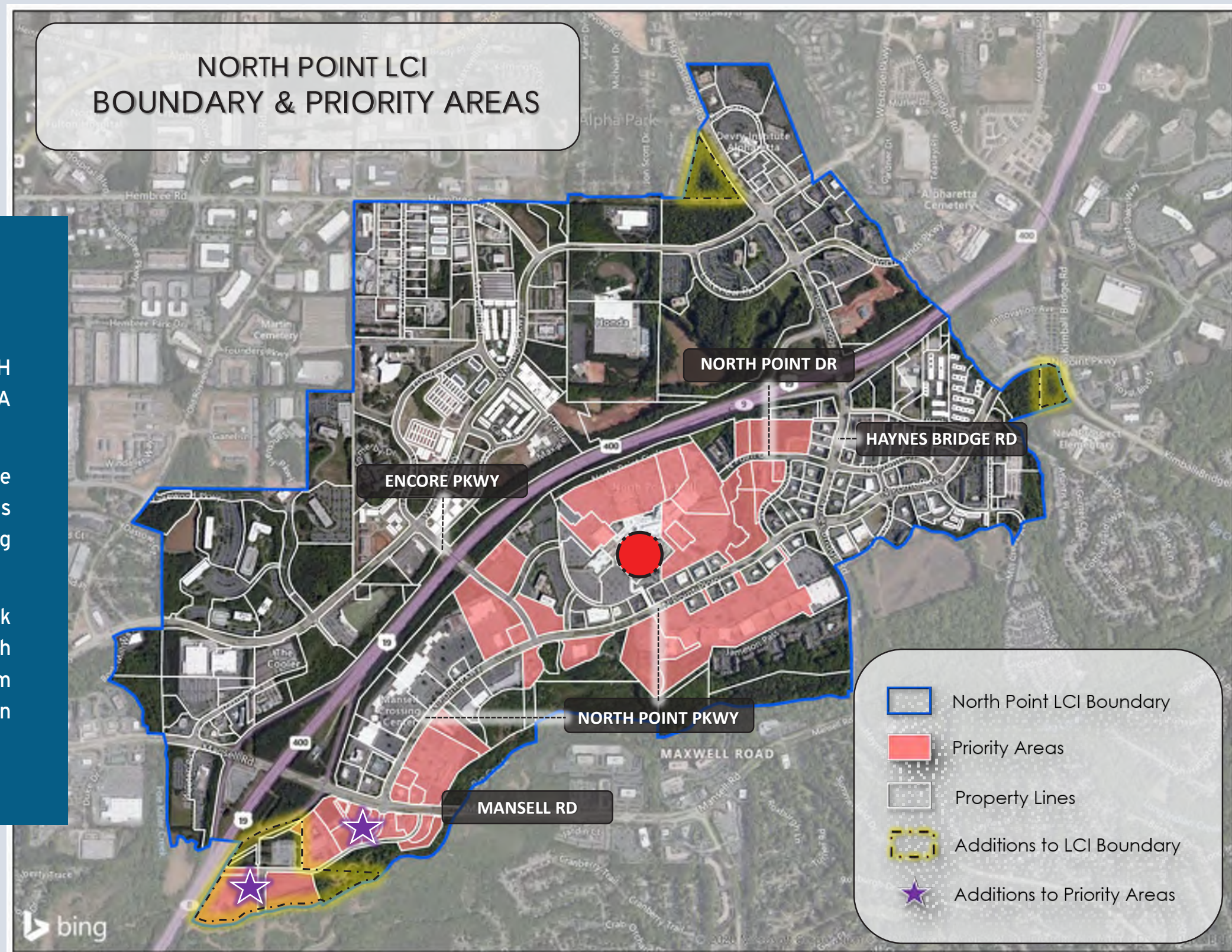
NORTH POINT OVERLAY

NORTH POINT MALL IN CONTEXT

NORTH POINT MALL FALLS WITHIN THE NORTH POINT LCI BOUNDARY SPECIFICALLY WITHIN A PRIORITY AREA.

The priority area named north point park in the LCI concept features a large green space as its focal point and concentrated development filling the under-utilized surface parking.

The concept further introduces a street network with walkable blocks, mixed use buildings with an active ground plane and a general shift from auto-centric retail hub to a walkable destination with a mix of housing, office and retail.



**NORTH POINT MALL
REDEVELOPMENT SITE**

NORTH POINT OVERLAY

MEETING AND EXCEEDING THE OBJECTIVES*

- CREATE A “PARK ONCE WALK EVERYWHERE” WALKABLE ENVIRONMENT
 - To enjoy a network of green spaces programmed with events and public art.
- INDUCE REDEVELOPMENT OF LARGE AREAS OF SURFACE PARKING
 - To support a grid of new streets lined by street fronting buildings.
- IMPROVE THE AREA'S RETAIL BALANCE
 - To offer a mix of destinations and quality retailers (at a variety of price points) to create a reason to visit both day and night.

*Objectives found on page 8 in North Point Livable Centers Initiative Plan document - City Council Meeting Feb 21 2018





1.3

MALL PARTIAL DECOMMISSIONING

NORTH POINT MALL

MALL PARTIAL DECOMMISSIONING

PHASE 1 PARTIAL DECOMMISSIONING

Over 500,000 square feet of mall are expected to be demolished as part of the Master Planned Redevelopment. The existing Center Court in front of Macy's will become the new front door of the mall including renovated exterior facades that open out to a vibrant outdoor Event Plaza.

As part of this transformation, significantly reduced mall parking demand frees up land to create a compact mixed-use environment linked by walkable streets as well as an attractive and meaningful public spaces for visitors and residents to enjoy.



An aerial architectural rendering of a campus master plan, showing various buildings, courtyards, and green spaces. The entire image is overlaid with a semi-transparent blue filter. The rendering includes a large building with a grid-like facade on the left, a central courtyard with trees and a circular feature, and several other buildings of varying sizes and styles. The overall layout suggests a well-planned academic or institutional environment.

1.4

MASTER PLAN

PHASING + DESIGN APPROACH

MASTER PLAN - PHASE 1

Phase 1 Totals

Retail/ Restaurant/Services
85,200 SF

Retail Anchor
50,000 SF

Food hall
15,000 SF

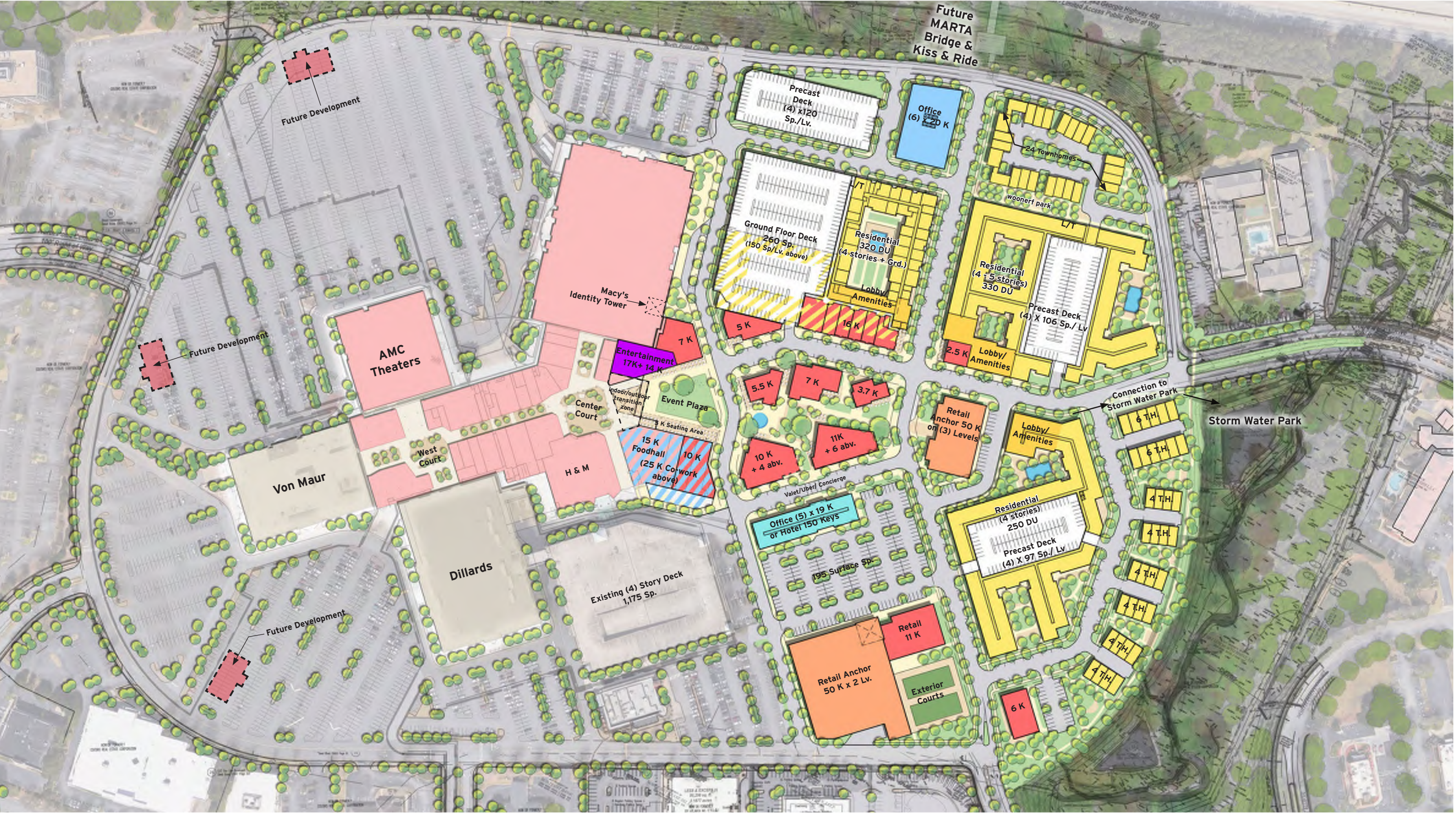
Entertainment
25,000 SF

Office/ Co-work
25,000 SF

Multi-Family Residential
358,400 SF 1,120 GSF / DU
320 DU 4-5 Levels



MASTER PLAN - FUTURE PHASES ILLUSTRATIVE



0 100 200 400

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NORTH POINT MALL - ALPHARETTA, GA



MASTER PLAN - FUTURE PHASES ILLUSTRATIVE (ALLOWABLE USES)

LIST OF PERMISSABLE USES:

- Amphitheater
- Animal Hospital, Small Animal (Veterinarian)
- Art Galleries
- Athletic Facilities/Fitness Studio
- Auditorium
- Auto Sales and Leasing (Trucks, Vans, Cars, and Accessories)
- Bakery
- Bank, Savings and Loan, Mortgage Company
- Barber Shop
- Beauty Shop
- Bed and Breakfast
- Book Store or Stationery
- Boutique Hotel
- Bowling Alley
- Brewery
- Broadcasting Studio (Radio and TV)
- Car Wash (as an amenity to residential)
- Carpet and Rug Sales
- Clinic, Public/Private
- Cigar Bar
- Congregate Housing, Assisted Living Facility
- Contractor's Office without outside storage
- Contractor's Office with outside storage
- Dance Studio
- Day Care Center
- Discount Store
- Distillery
- Drug Store (Pharmacy)
- Dry Cleaning, Pick Up Station

- Dwelling, "For Sale" Attached
- Dwelling, 'For-Rent'
- Florist, Retail
- Golf, Miniature
- Golf Driving Range
- Grocery Store
- Hardware and Garden Supply Store
- Home Improvement Store
- Home-Elderly, Children, Nursing
- Hotel
- Hospital
- Kennel
- Liquor Store
- Massage Therapy
- Museum and Libraries
- Nail Salon
- Office
- Outdoor Recreational Facilities (Commercial, Playfields)
- Park and Playground
- Pet Grooming
- Pet Day Care
- Public Building
- Radio, TV, Transmitter, Studio
- Recreation Facilities, Indoor
- Restaurant
- Restaurant w/Drive-thru window
- Retail Establishment
- Retail Establishment (Mixed Sales)
- School, Academic
- School, Commercial (Beauty, Business)
- Shop or Studio, Craftsman/Artist
- Spa Services
- Special Event Facility
- Theater, Cinema



AERIAL CONCEPTUAL VIEW - MALL PARTIAL DEMOLITION



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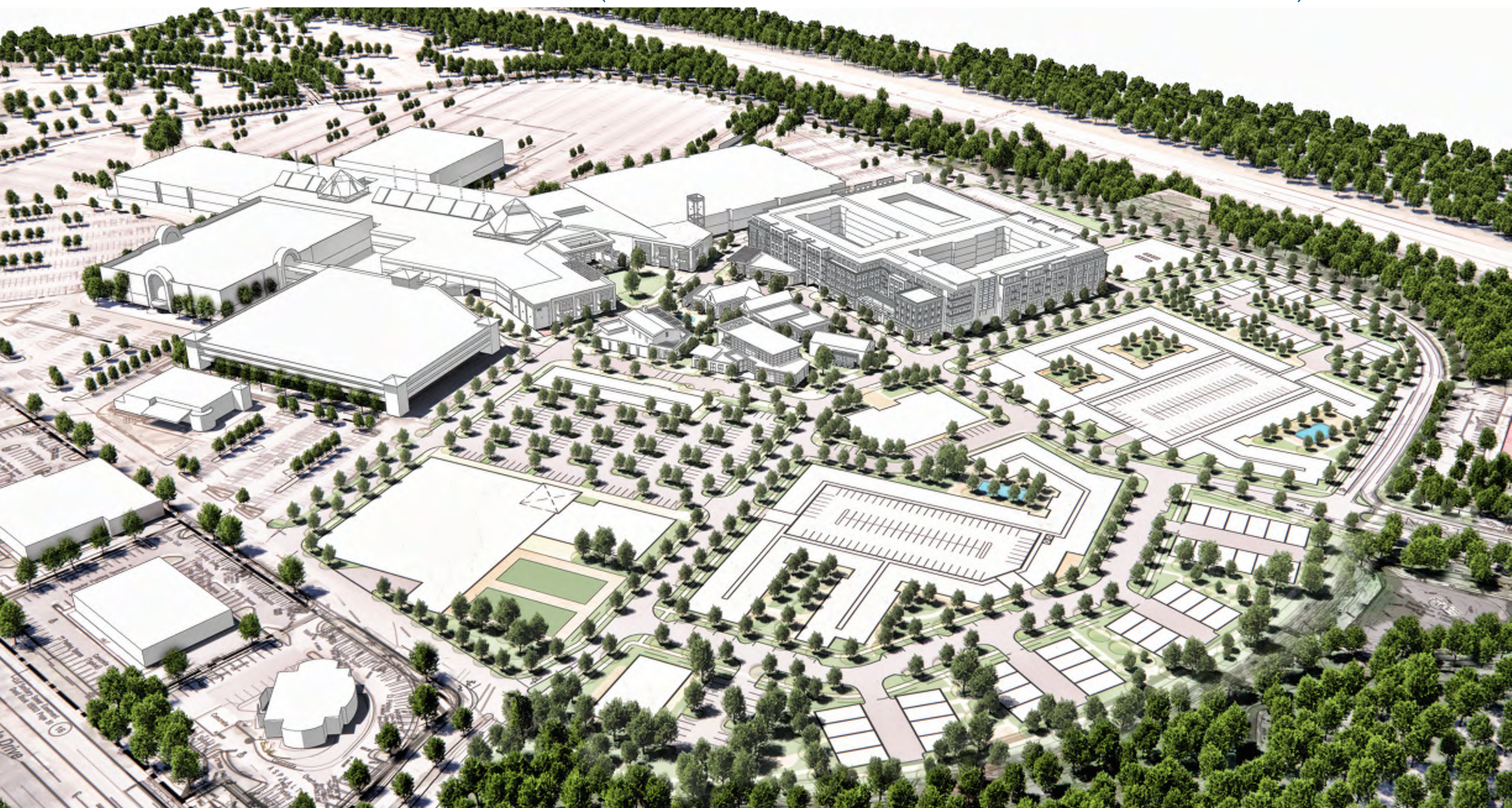
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NORTH POINT MALL - ALPHARETTA, GA

AERIAL CONCEPTUAL VIEW - (PHASE 1 VERTICAL MASSING & STREETS)



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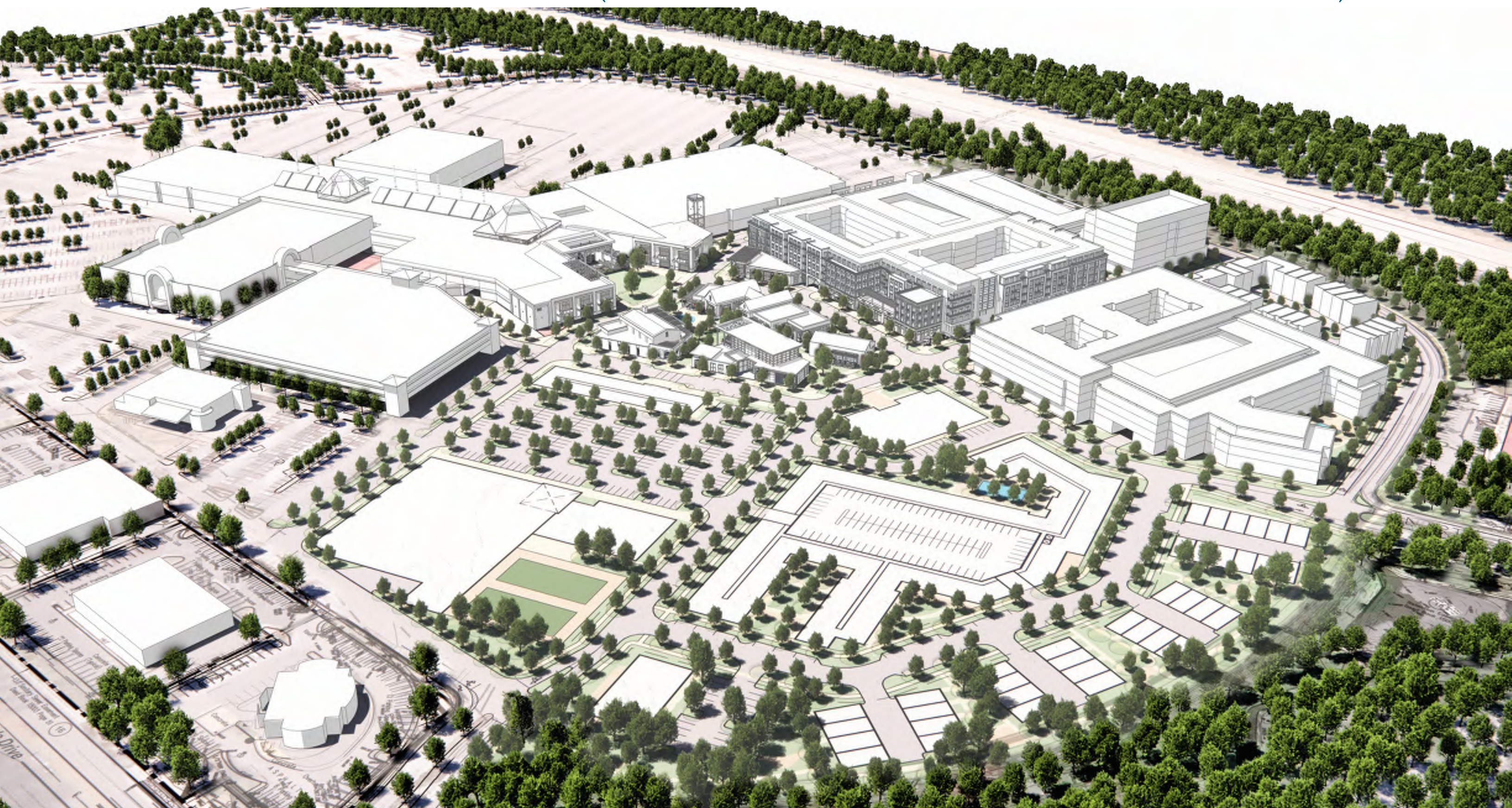
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AERIAL CONCEPTUAL VIEW - (PHASE 2 MASSING ADDED - ILLUSTRATIVE)



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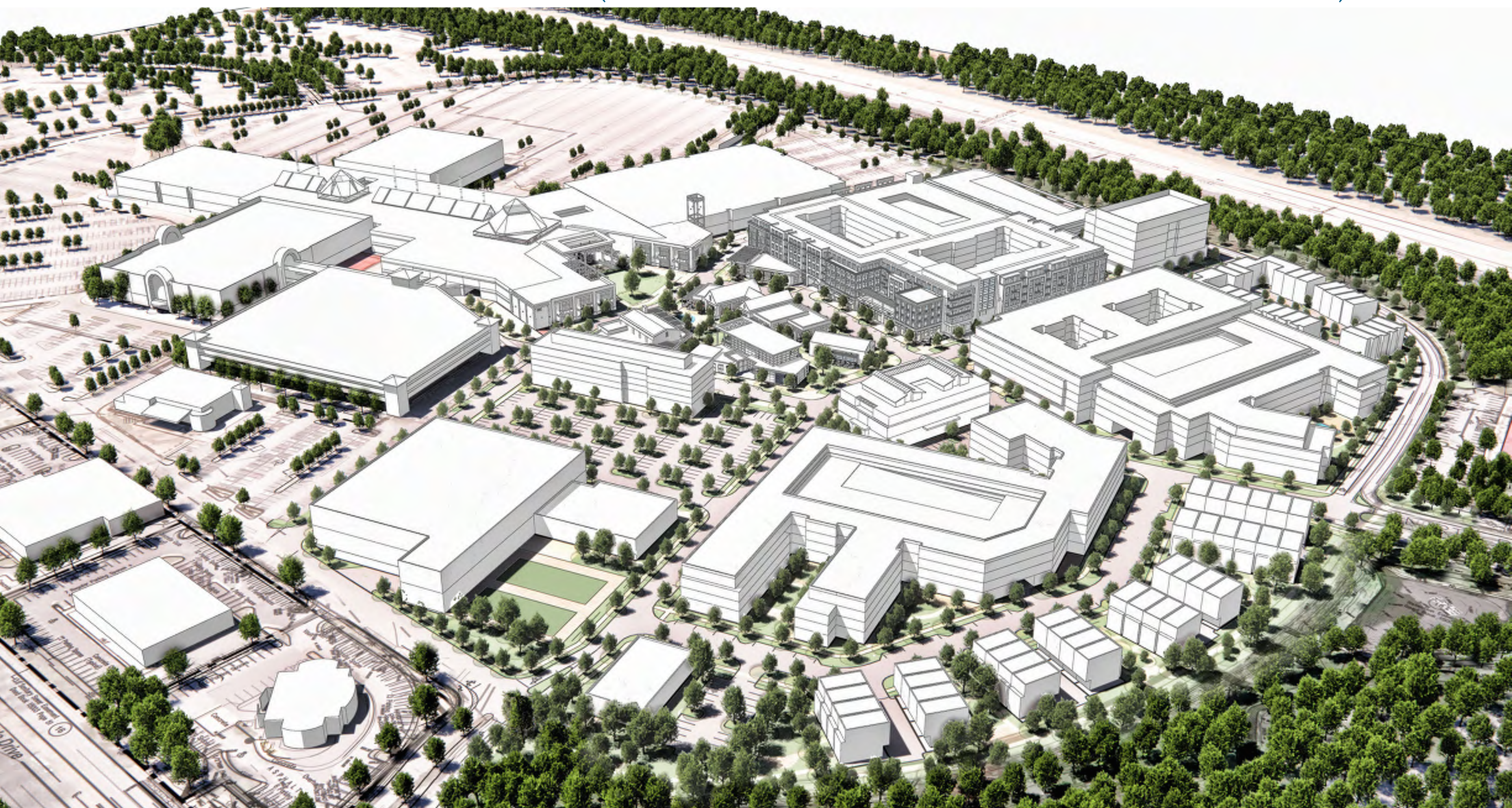
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AERIAL CONCEPTUAL VIEW - (PHASE 3 MASSING ADDED - ILLUSTRATIVE)



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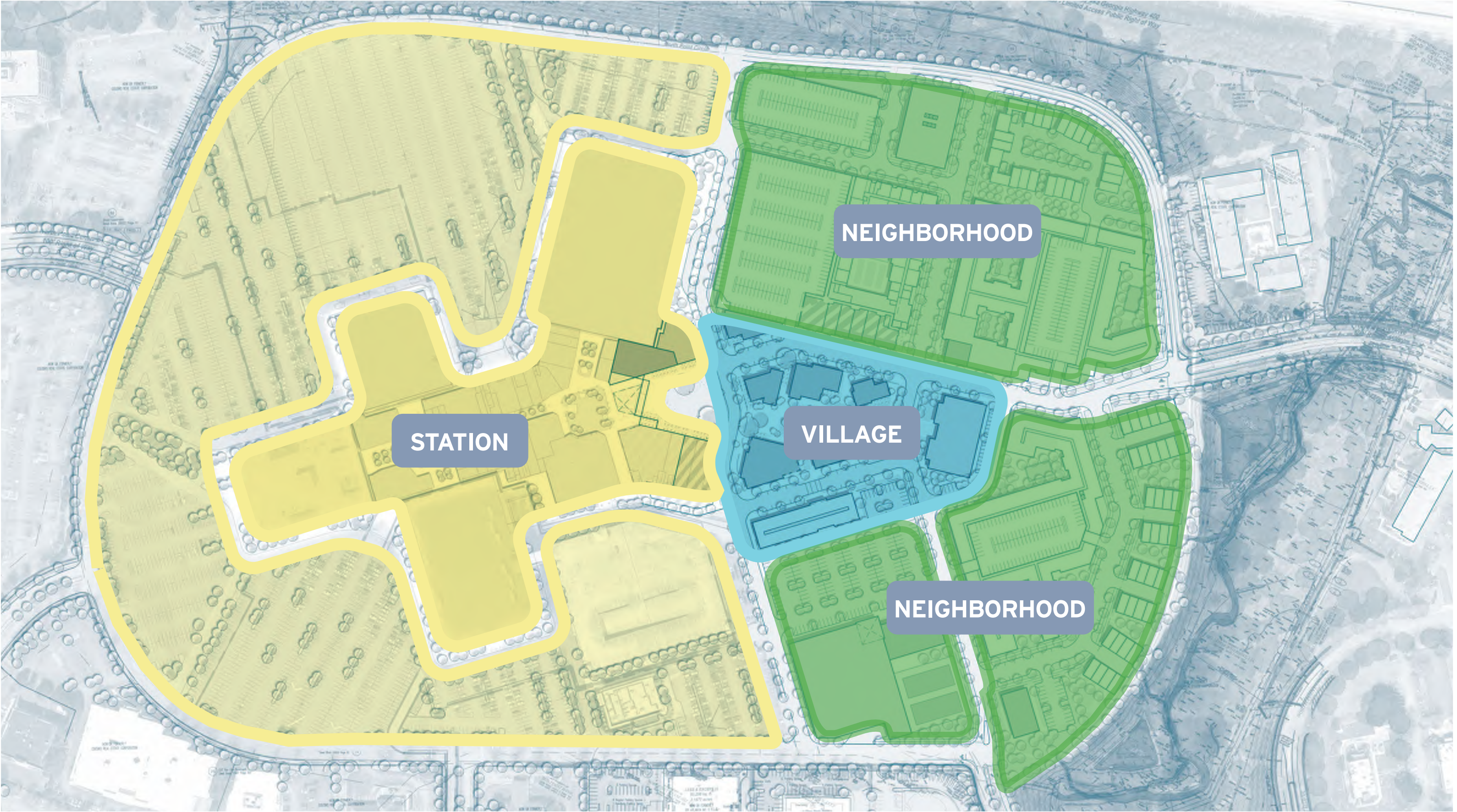
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MASTER PLAN - URBAN DESIGN - PLACE ZONES



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NORTH POINT MALL - ALPHARETTA, GA



PLACE PILLARS



NEIGHBORHOOD

WALKABLE, PERSONAL
AND WELCOMING COMMUNITY



VILLAGE

FUN, VERDANT AND
FULL OF SOCIAL ACTIVITY



STATION

EVENTFUL, WHIMSICAL AND
VIBRANT COMMERCIAL HUB

NEIGHBORHOOD ENVIRONMENT

COMMUNITY DRIVEN PLACES



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VILLAGE ENVIRONMENT

LAYERED AND CURATED SPACES



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REZONING APPLICATION EXHIBITS
NORTH POINT MALL - ALPHARETTA, GA

STATION ENVIRONMENT

EVENTFUL AND ECLECTIC HUB



**STREETSCAPE
+ OPEN SPACE**

An aerial, isometric illustration of a city neighborhood. The scene features a mix of building types: modern multi-story structures with large windows and balconies, traditional houses with gabled roofs, and a large, open rectangular lot in the center. The central lot is filled with numerous trees and a circular paved area. The entire image is rendered in a monochromatic blue color scheme with white outlines for buildings and trees.

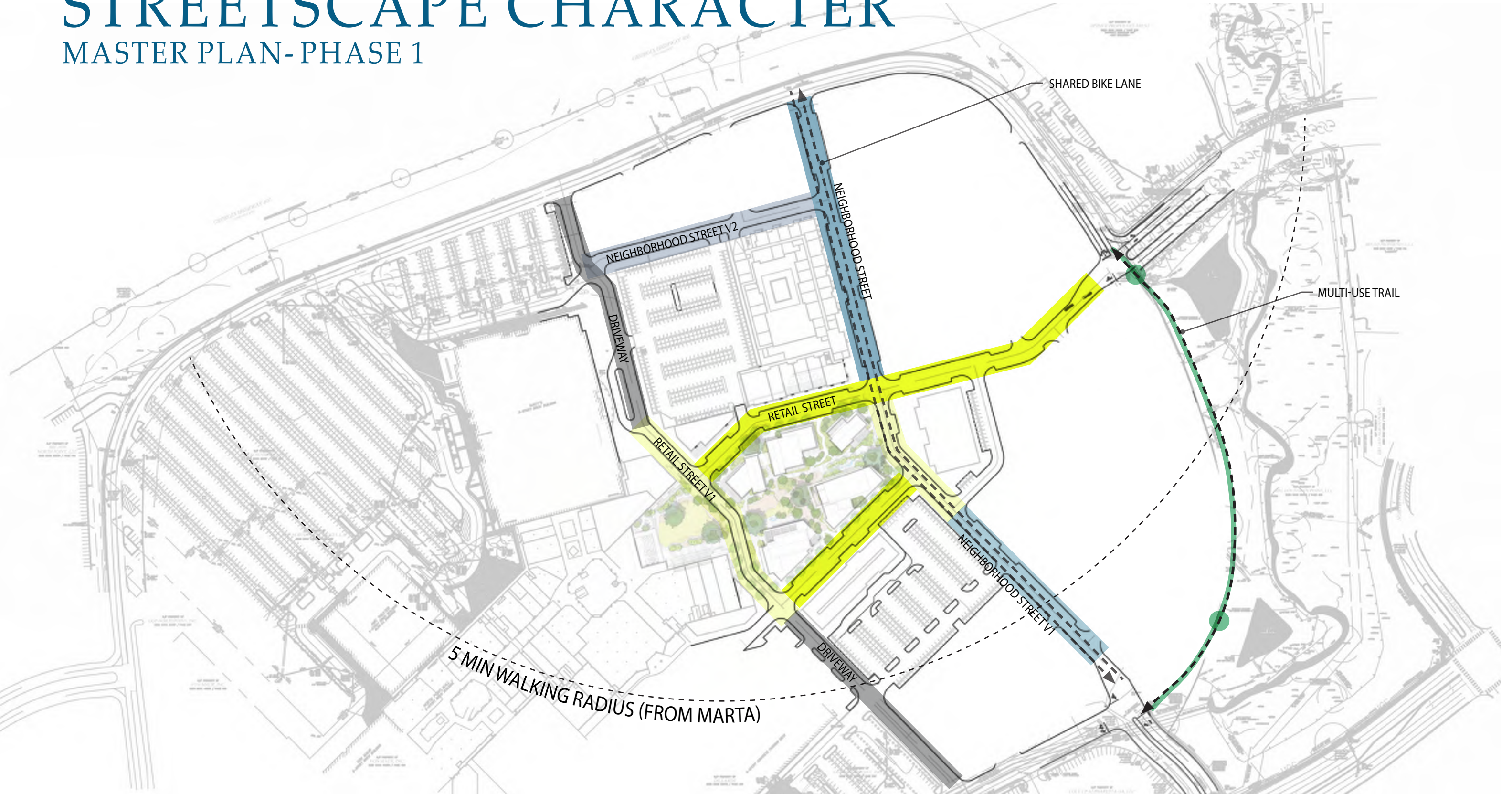
2.1

STREET TYPES + TRAILS

STREETSCAPE + OPEN SPACE

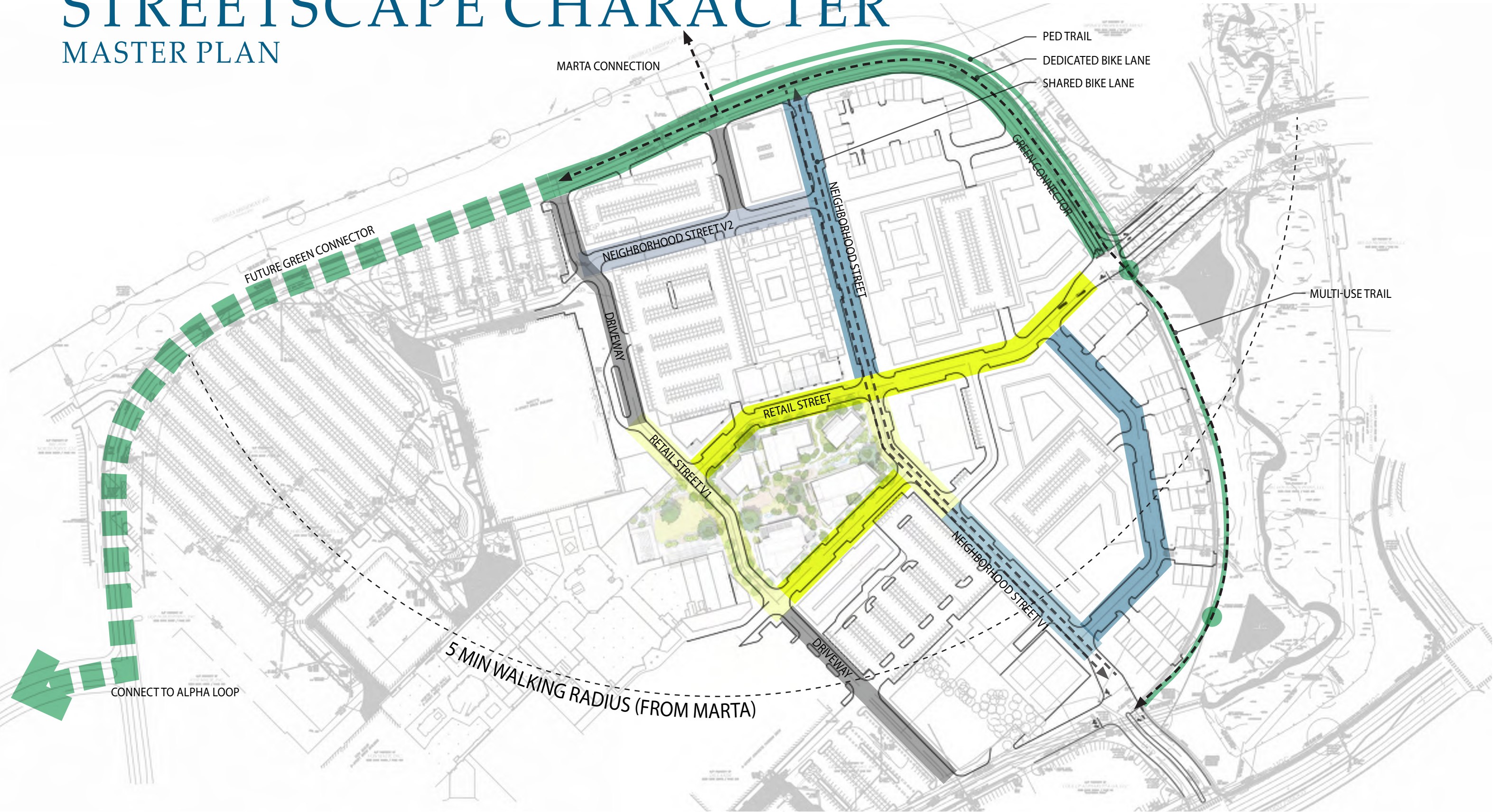
STREETSCAPE CHARACTER

MASTER PLAN-PHASE 1



STREETSCAPE CHARACTER

MASTER PLAN



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NORTH POINT MALL - ALPHARETTA, GA

STREETSCAPE CHARACTER

STREET TYPES



GREEN CONNECTOR



NEIGHBORHOOD STREET



RETAIL CORE





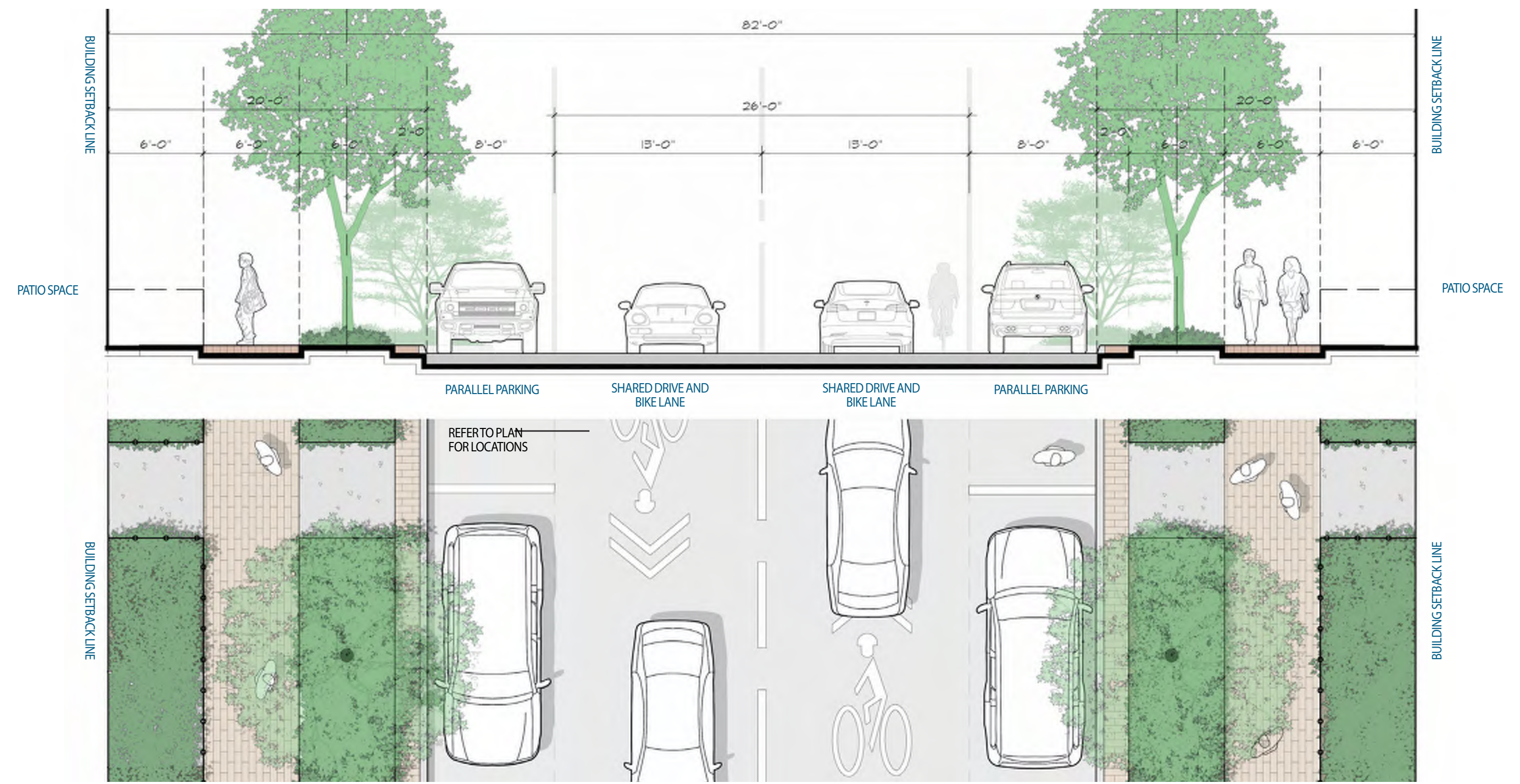
2.2

STREET SECTIONS

STREETSCAPE + OPEN SPACE

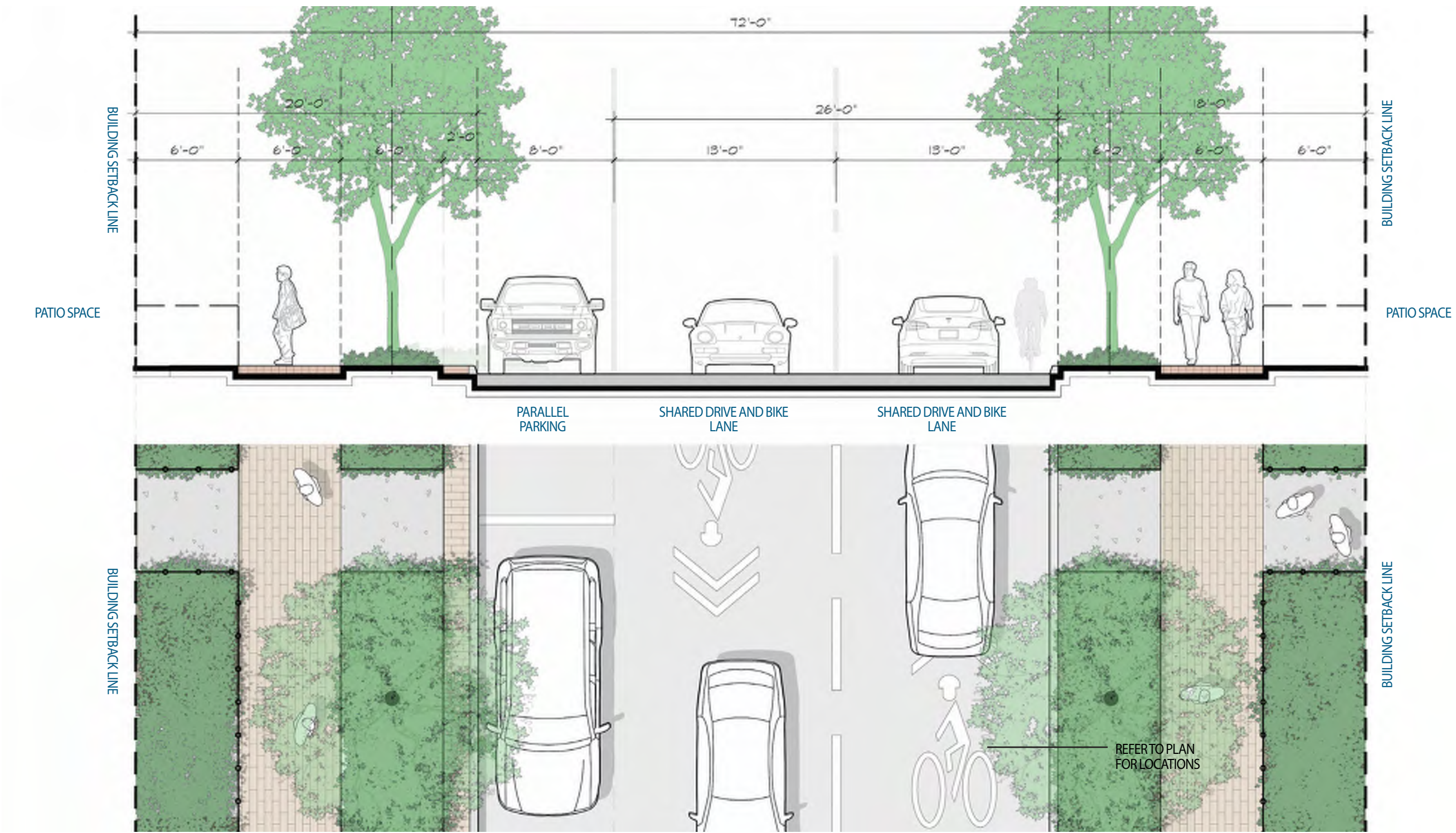
STREETSCAPE CHARACTER

STREET TYPES - NEIGHBORHOOD STREET

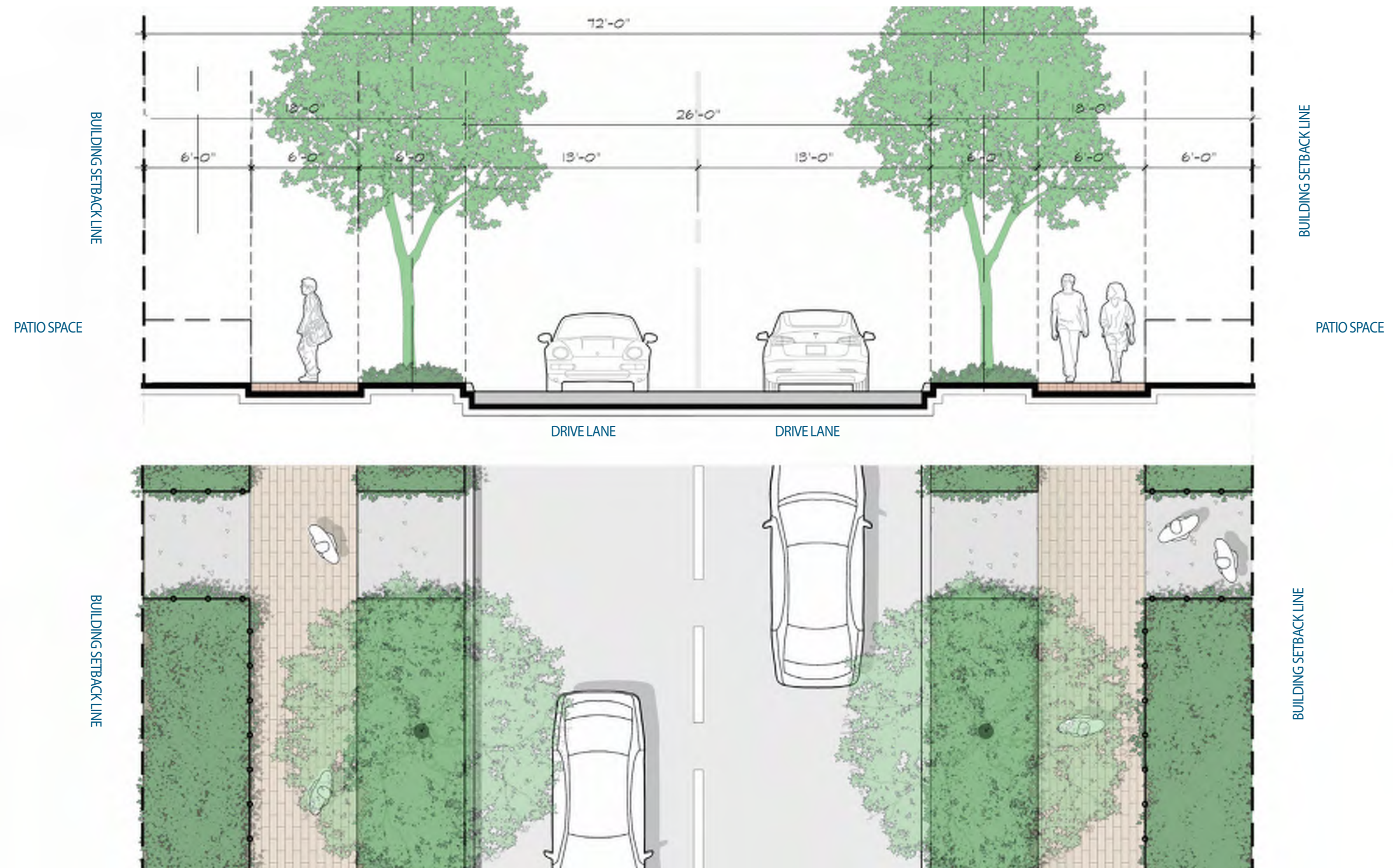


STREETSCAPE CHARACTER

STREET TYPES - NEIGHBORHOOD STREET V1

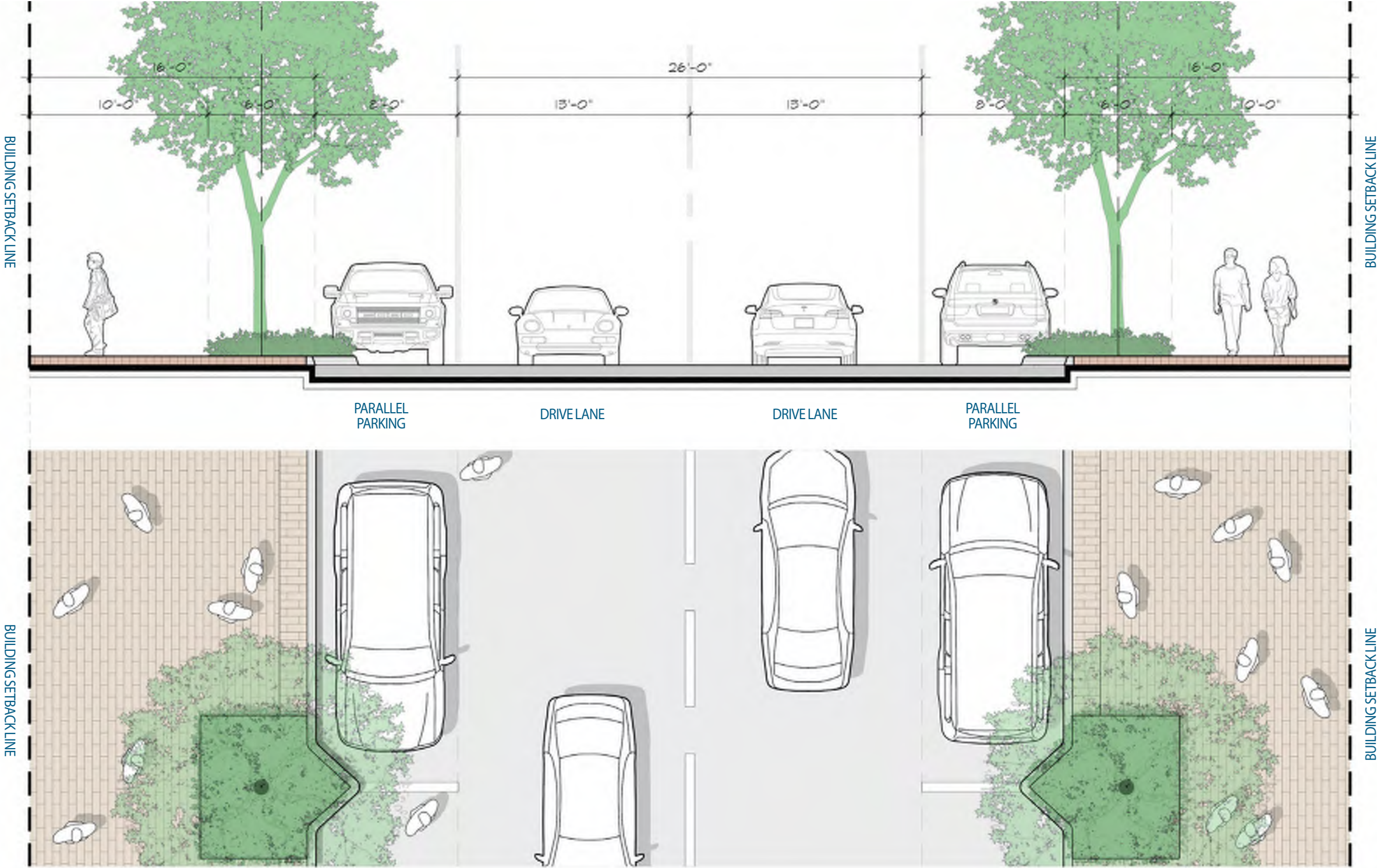


STREET TYPES - NEIGHBORHOOD STREET V2



STREETSCAPE CHARACTER

STREET TYPES - RETAIL STREET



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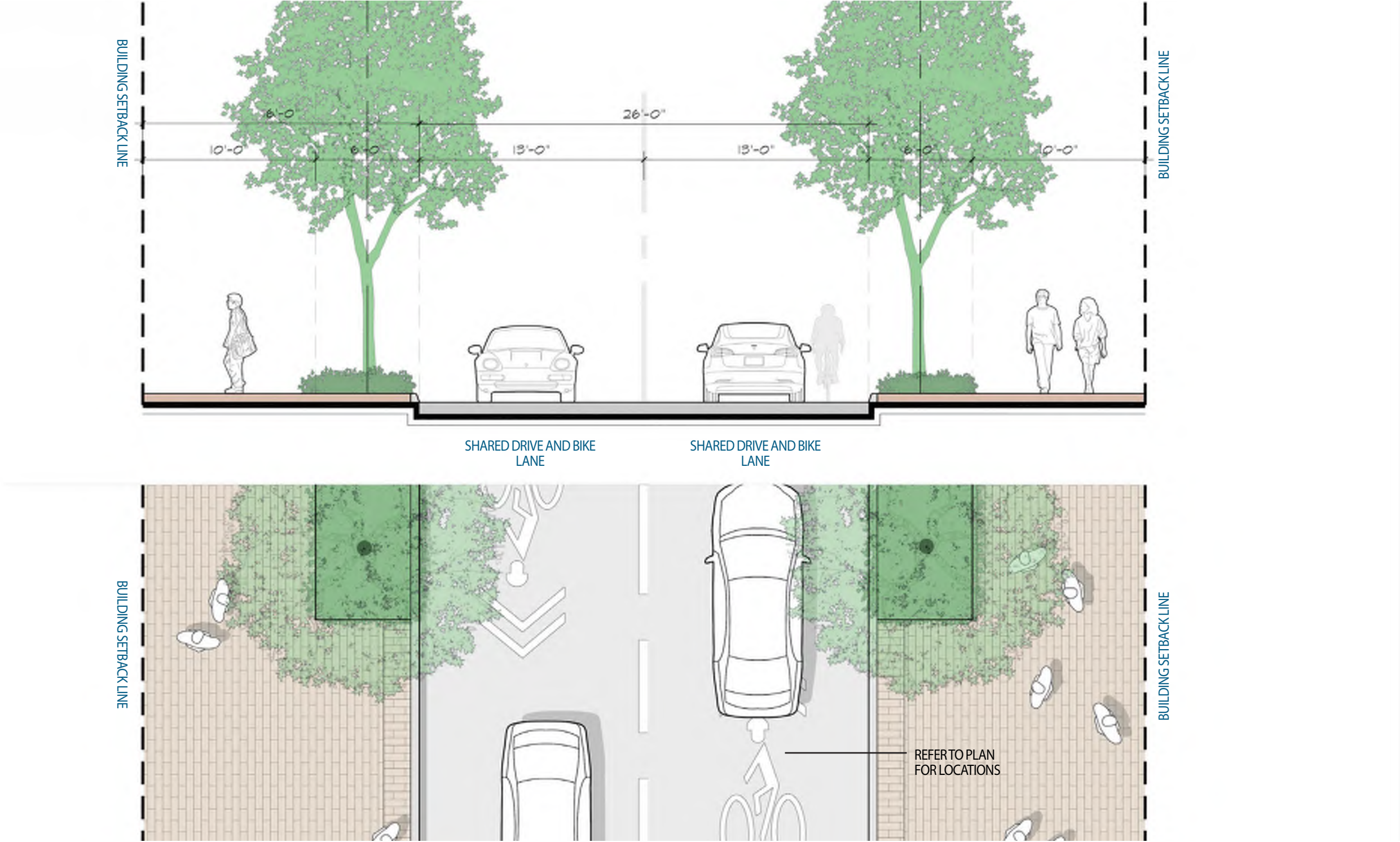


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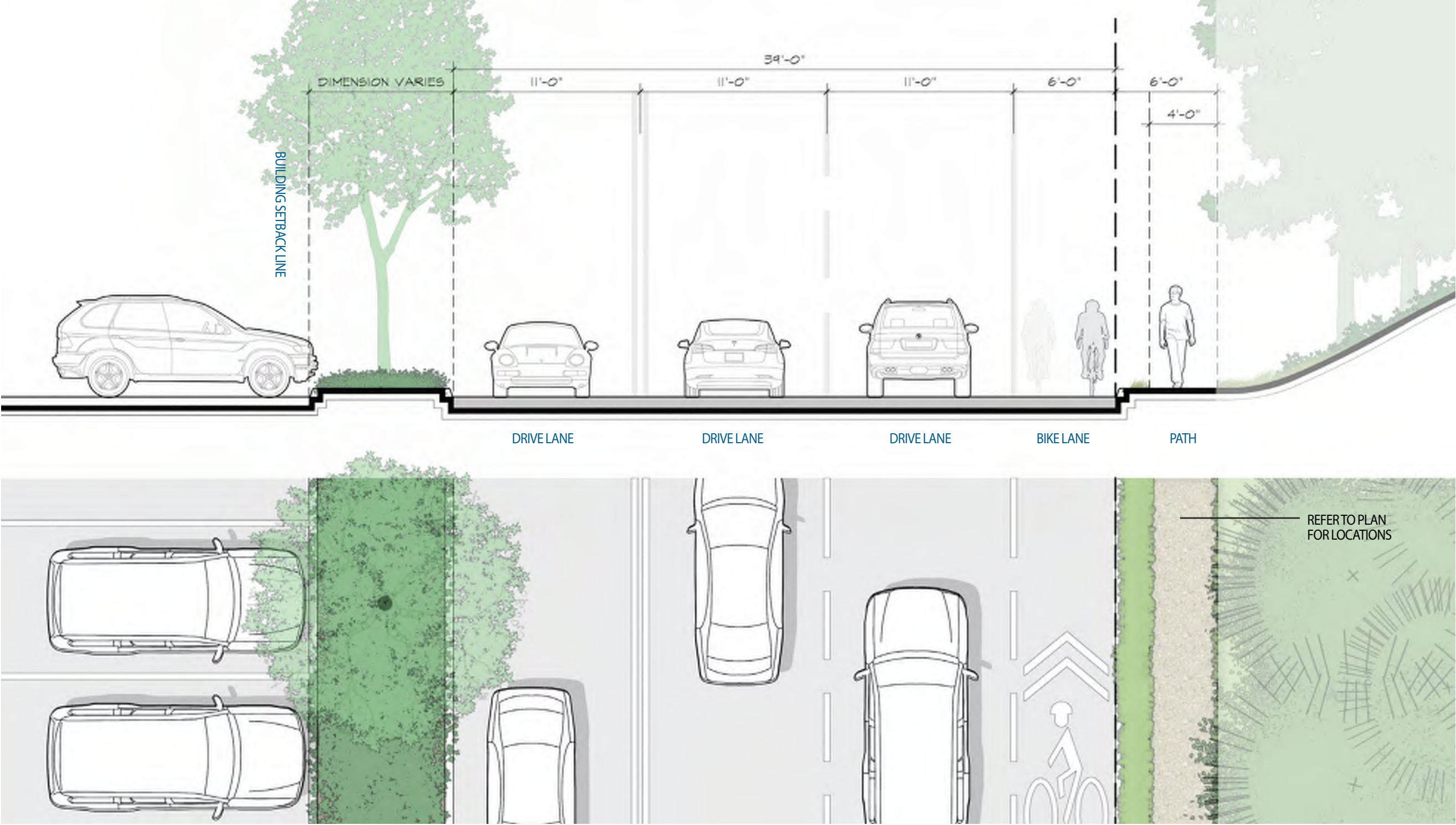
STREETSCAPE CHARACTER

STREET TYPES - RETAIL STREET V1



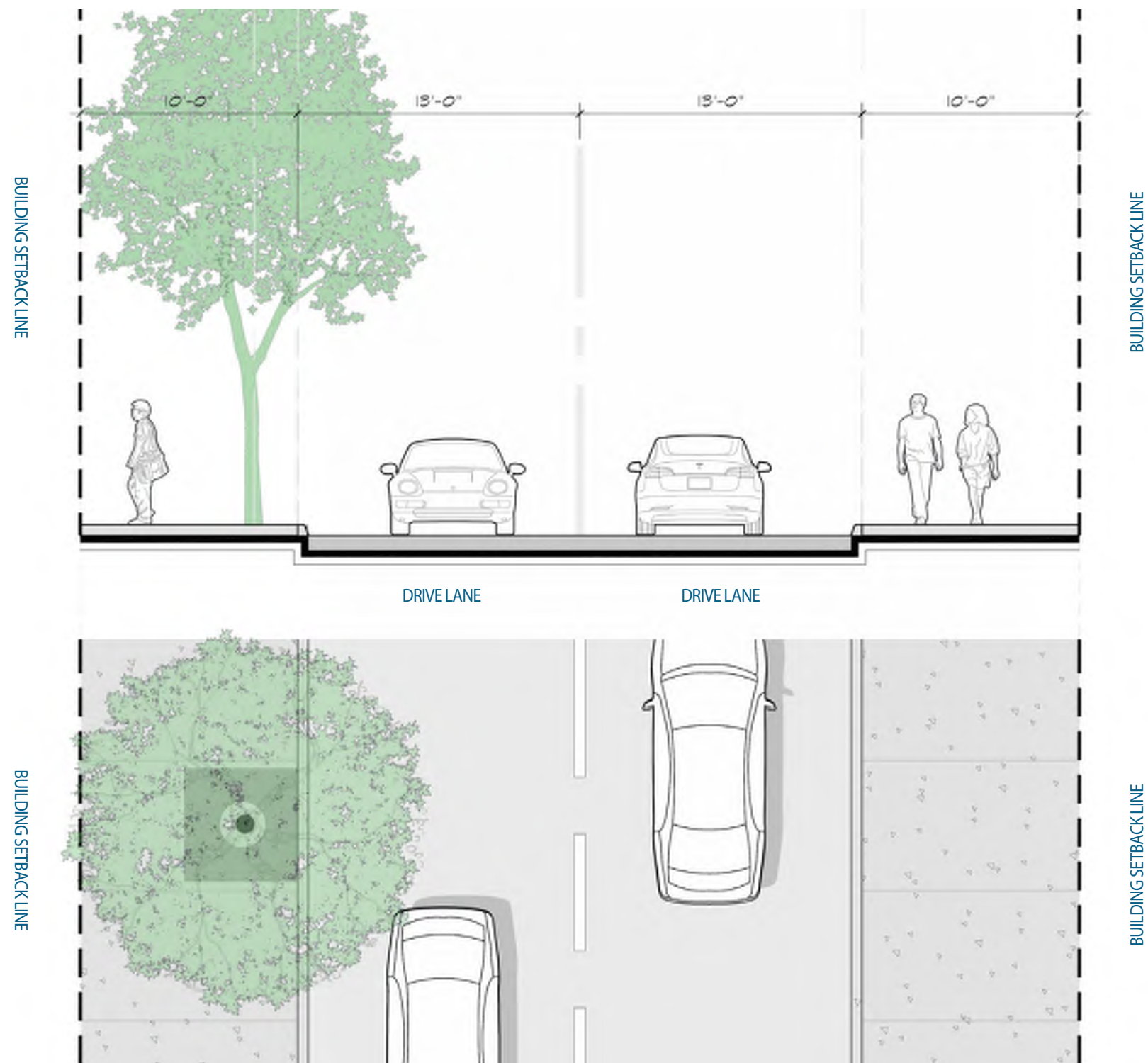
STREETSCAPE CHARACTER

STREET TYPES - GREEN CONNECTOR STREET



STREETSCAPE CHARACTER

STREET TYPES - DRIVEWAY





2.3

PUBLIC SPACE ACTIVATION ZONES

STREETSCAPE + OPEN SPACE

OPEN SPACE

ACTIVATION ZONES



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REZONING APPLICATION EXHIBITS
NORTH POINT MALL - ALPHARETTA, GA

OPEN SPACE

ACTIVATION ZONES



OPEN SPACE ACTIVATION ZONES



OPEN SPACE

ACTIVATION ZONES



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REZONING APPLICATION EXHIBITS
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OPEN SPACE

ACTIVATION ZONES



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REZONING APPLICATION EXHIBITS
NORTH POINT MALL - ALPHARETTA, GA

OPEN SPACE

ACTIVATION ZONES



Food and Beverage
Garden with
Specimen Tree

OPEN SPACE

ACTIVATION ZONES



OPEN SPACE

ACTIVATION ZONES - EVENT LAWN FROM STREET



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REZONING APPLICATION EXHIBITS
NORTH POINT MALL - ALPHARETTA, GA

OPEN SPACE

ACTIVATION ZONES - EVENT LAWN BY DAY



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REZONING APPLICATION EXHIBITS
NORTH POINT MALL - ALPHARETTA, GA

OPEN SPACE

ACTIVATION ZONES - EVENT LAWN BY NIGHT



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REZONING APPLICATION EXHIBITS
NORTH POINT MALL - ALPHARETTA, GA

PROGRAM OPPORTUNITIES

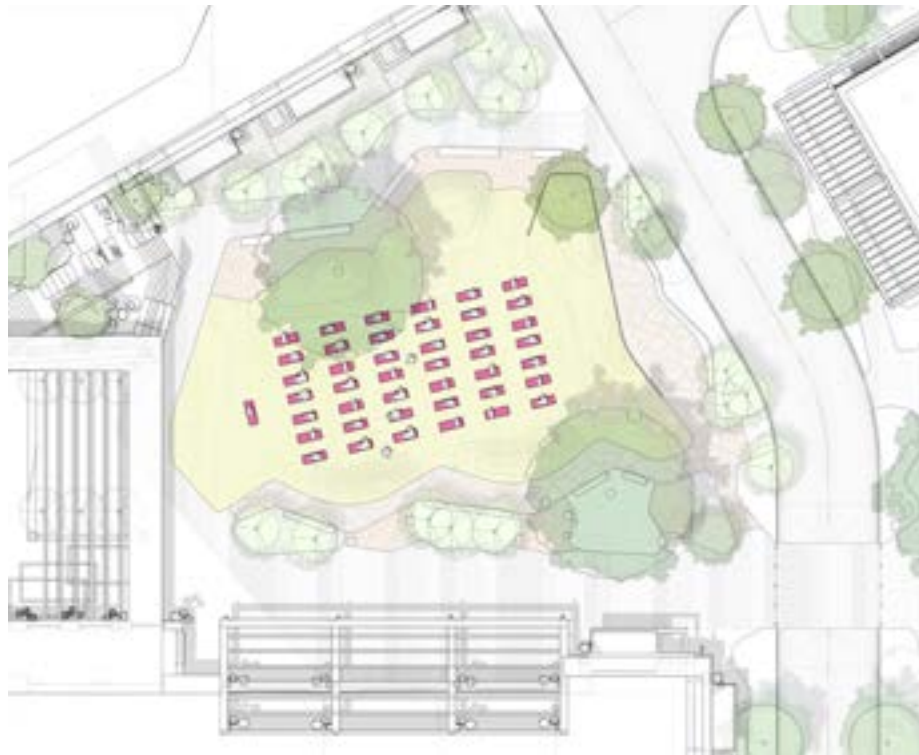
VILLAGE LAWN - 10,500 SF LAWN AREA



CONCERT - APPROX. 3 SF PER PERSON (3500 PEOPLE)



MOVIE NIGHT - APPROX. 64 SF PER 2 PERSONS (328 PEOPLE)



YOGA - APPROX. 80 SF PER PERSON (131 PEOPLE)

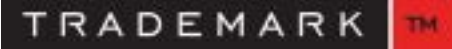


ART FAIR



OKTOBERFEST

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PLANNING COMMISSION SUBMISSION
NORTH POINT MALL - ALPHARETTA, GA

OPEN SPACE

ACTIVATION ZONES - VILLAGE ENVIRONMENT



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REZONING APPLICATION EXHIBITS
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2.4

STORM WATER PARK

STREETSCAPE + OPEN SPACE

STORM WATER PARK

TRAIL + OVERLOOK





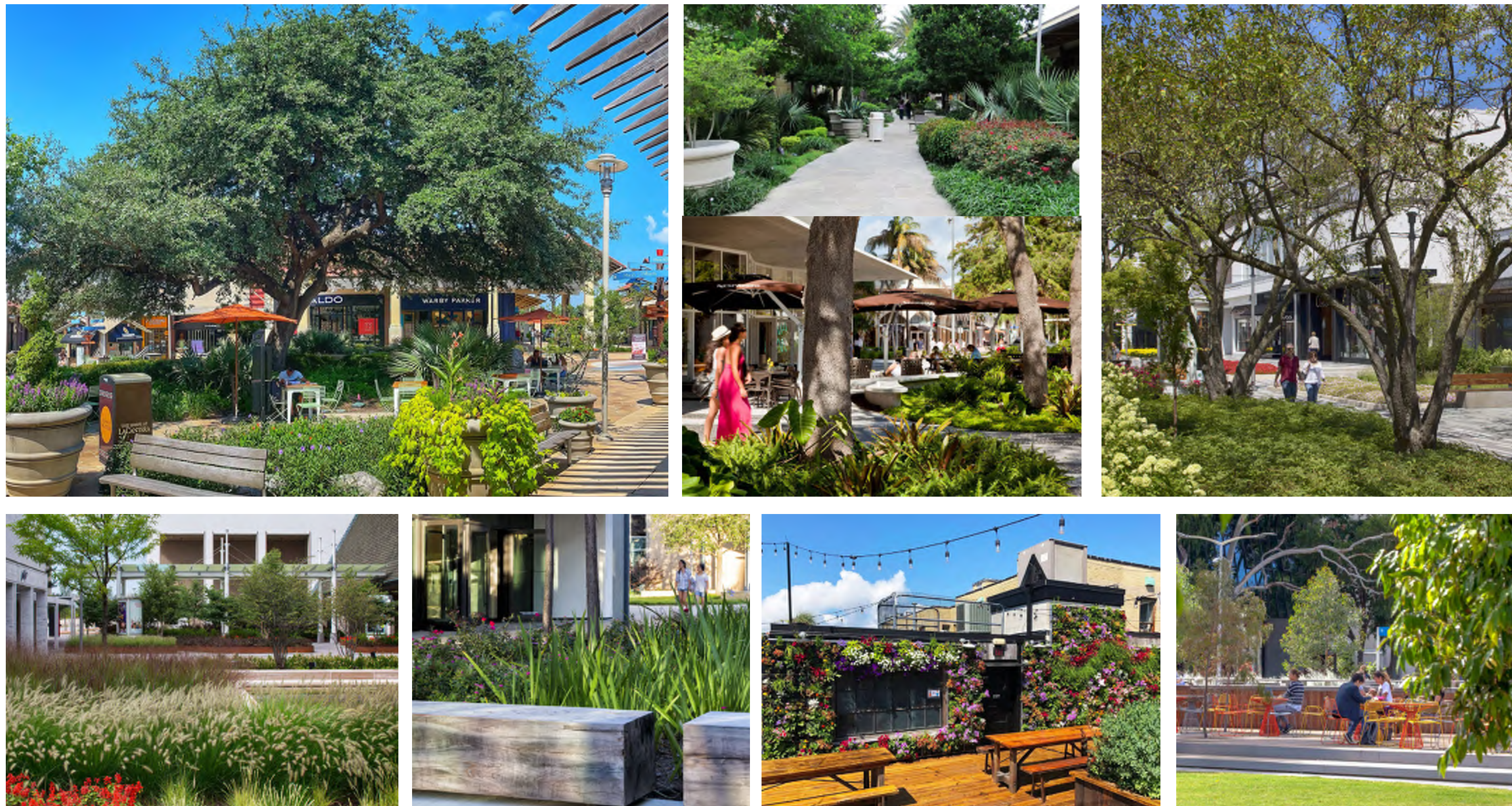
2.5

DESIGN APPROACH + PLANTING PALETTE

STREETScape + OPEN SPACE

PLANTING PALLETTE

CHARACTER IMAGERY



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REZONING APPLICATION EXHIBITS
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PLANTING PALLETTE

TREE TYPES



AMERICAN BEECH



SOUTHERN LIVE OAK



LOBLOLLY PINE



DEODAR CEDAR



SWEET GUM



WILLOW OAK



AMERICAN SYCAMORE



GINKGO



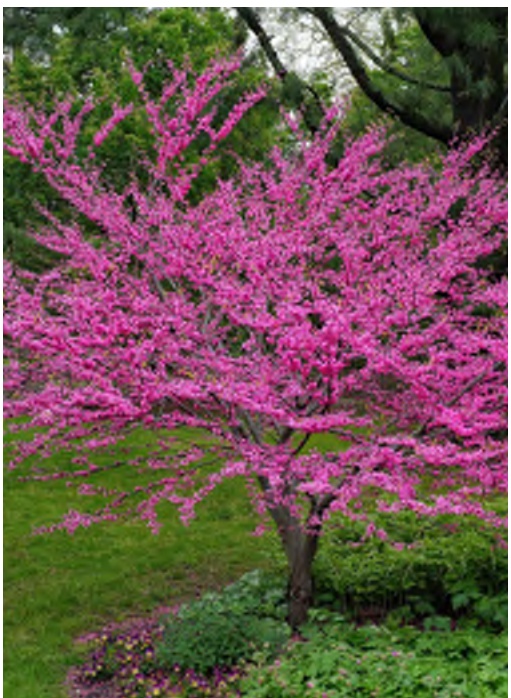
SWEETBAY MAGNOLIA



WHITE FRINGE TREE



DD BLANCHARD SOUTHERN MAG.



EASTERN REDBUD



ECODISTRICT STRATEGY

ECODISTRICT STRATEGY SUMMARY

EACH ZONE WILL MEET OR EXCEED THE POINT TOTAL REQUIRED BY THE UDC SECTION 2.10 - NORTH POINT OVERLAY. EXCESS POINTS IN ANY ZONE MAY BE APPLIED TO FUTURE ZONES.

ESTIMATE ECODISTRICT POINT ACHIEVEMENT

ZONE 1

- NATIONAL GREEN BUILDING STANDARD (MF BUILDING)
- WATER EFFICIENCY IN BUILDING DESIGN (NEW RETAIL BUILDINGS)
- BIO-RETENTION
- SUSTAINABLE LANDSCAPING
- ENHANCED BICYCLE AMENITIES

ZONE 2

- NATIONAL GREEN BUILDING STANDARD (MF BUILDING)
- WATER EFFICIENCY IN BUILDING DESIGN (NEW RETAIL BUILDINGS)
- BIO-RETENTION
- SUSTAINABLE LANDSCAPING
- ENHANCED BICYCLE AMENITIES

ZONE 3

- WATER EFFICIENCY IN BUILDING DESIGN (NEW RETAIL BUILDINGS)
- BIO-RETENTION
- SUSTAINABLE LANDSCAPING
- ENHANCED BICYCLE AMENITIES

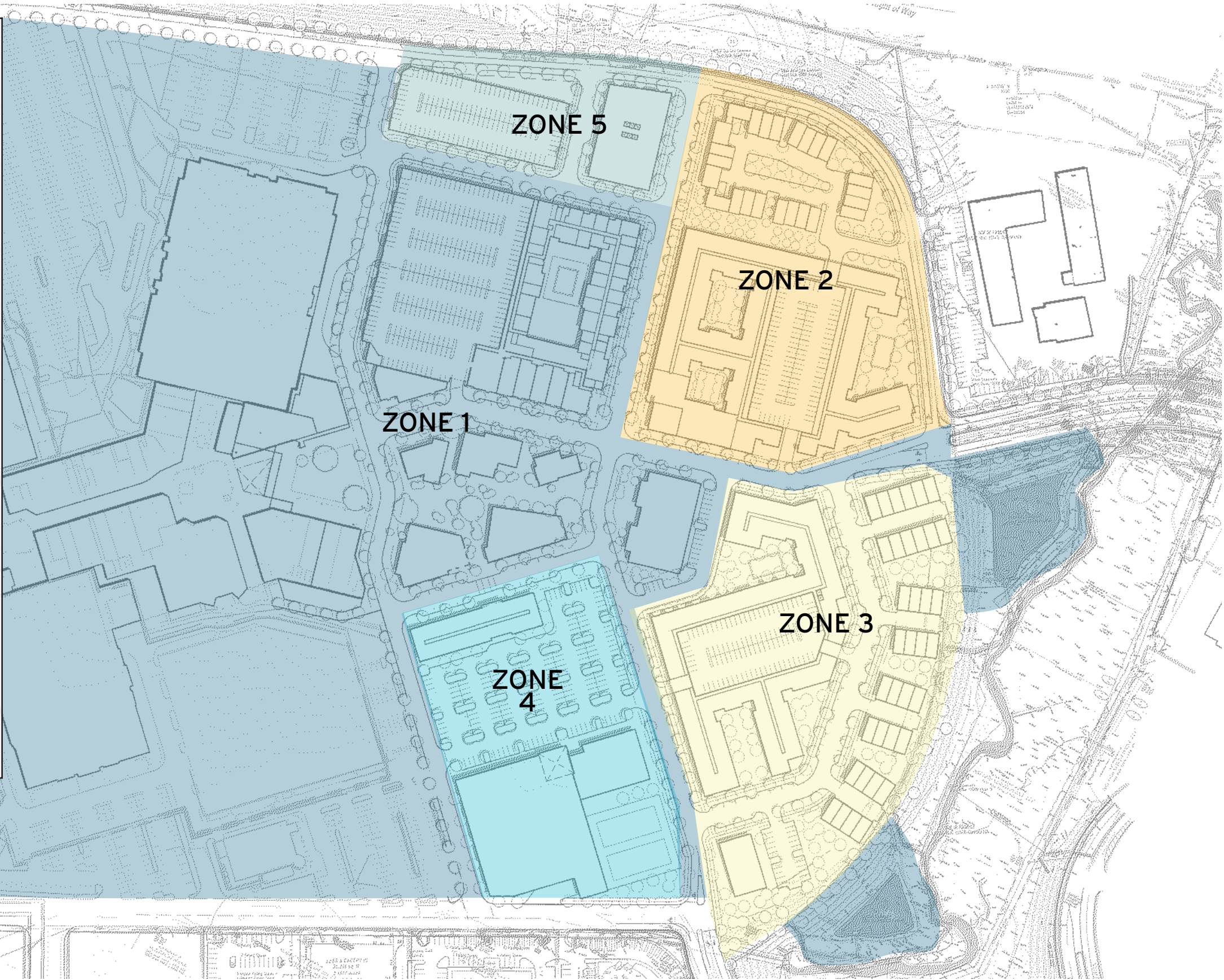
ZONE 4

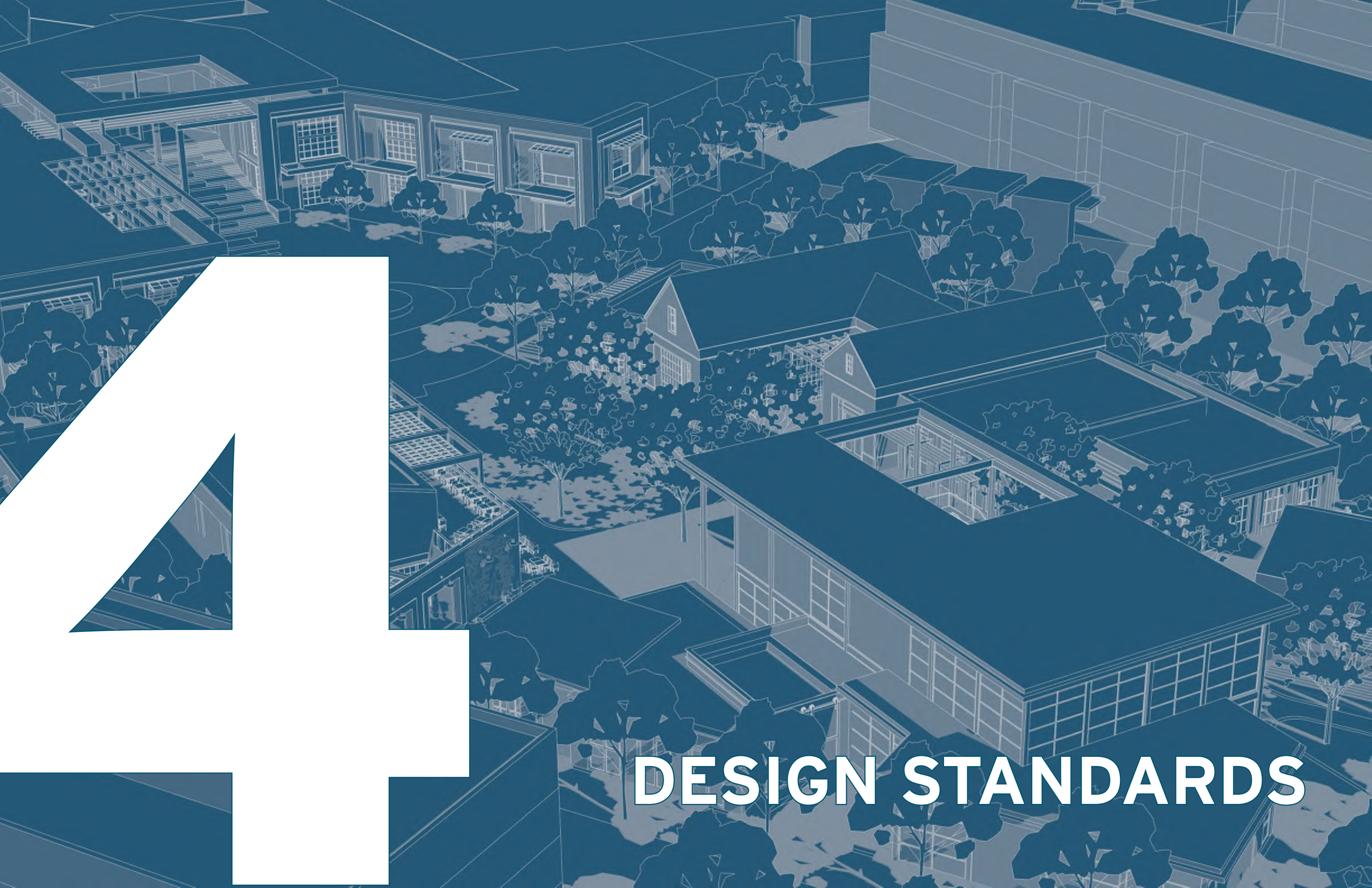
- WATER EFFICIENCY IN BUILDING DESIGN (NEW RETAIL BUILDINGS)
- BIO-RETENTION
- SUSTAINABLE LANDSCAPING
- ENHANCED BICYCLE AMENITIES

ZONE 5

- WATER EFFICIENCY IN BUILDING DESIGN (NEW RETAIL BUILDINGS)
- BIO-RETENTION
- SUSTAINABLE LANDSCAPING
- ENHANCED BICYCLE AMENITIES

ESTIMATED 39 TOTAL ECODISTRICT POINTS





DESIGN STANDARDS

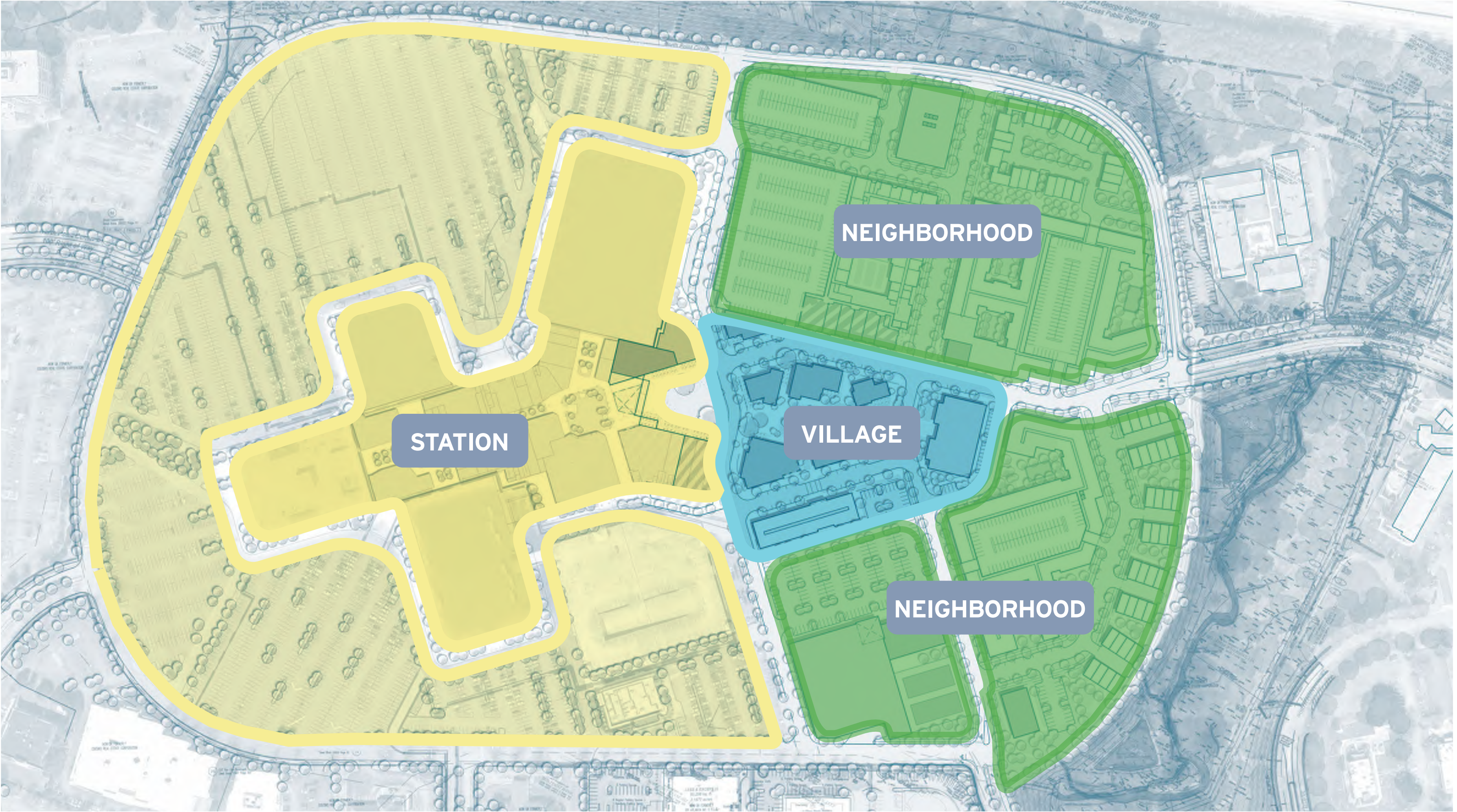


4.1

DESIGN STANDARDS

URBAN DESIGN ZONES

MASTER PLAN - URBAN DESIGN - PLACE ZONES



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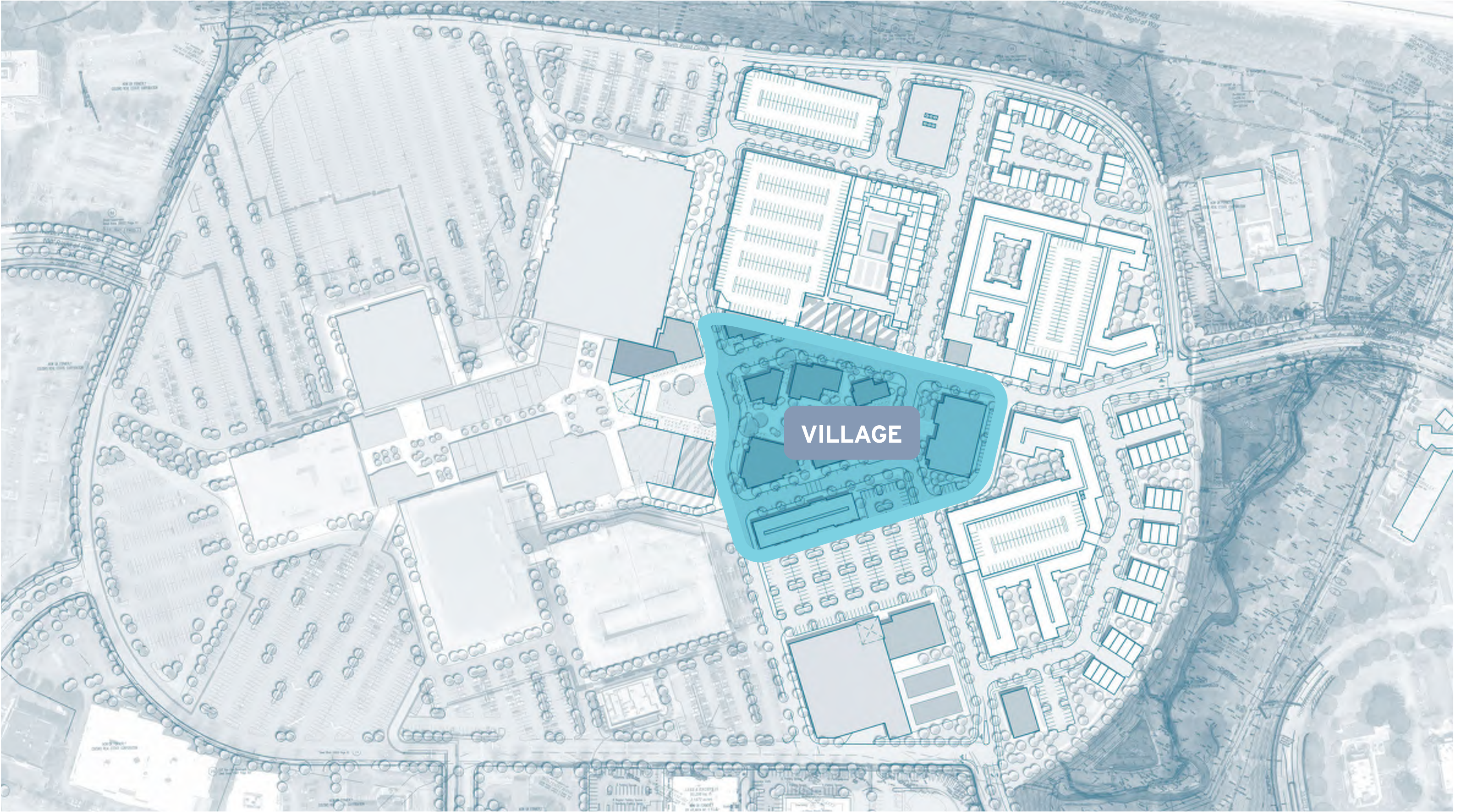


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MASTER PLAN - VILLAGE ZONE



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REZONING APPLICATION EXHIBITS
NORTH POINT MALL - ALPHARETTA, GA



VILLAGE COMMON THREADS

ADAPTED HERITAGE BUILDINGS

Every Great Place has a Back-Story. This is especially true at the heart of great places, where a sense of the root from which the town sprung is often present. It is a wonderful design narrative to establish founding buildings or built remnants in the composition. The visual ambiance of old and new together, creates an accessible, funky, and romantic experience.



KETTLE BLACK - LOS ANGELES



ECCLESTON YARDS - LONDON



TKISTVILI COMPLEX - TBILISKI



DTLA ARTS DISTRICT - LOS ANGELES

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REZONING APPLICATION EXHIBITS
NORTH POINT MALL - ALPHARETTA, GA

VILLAGE COMMON THREADS

MODERN FARM INDUSTRIAL

A Complementary element of a successful back-story is one that propels the environment towards present-day considerations of aesthetics, tenant flexibility, and timelessness adaptation to change. The use of Farm industrial detailing here connotes agriculture, and a hand-crafted “farm to table” ambiance, integrating well with Food and Beverage, Landscape and special moments rooted in the region. The North Point Overlay refers to this approach as Eclectic Industrial Vernacular.



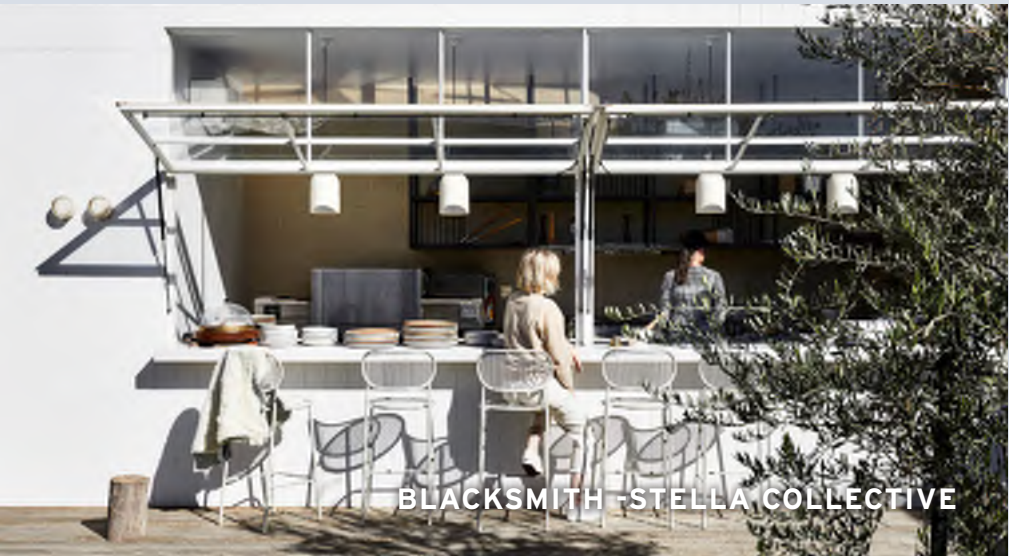
HEIGHTS MERCANTILE - HOUSTON



HEIGHTS MERCANTILE - HOUSTON



ONE PASEO - SAN DIEGO



BLACKSMITH - STELLA COLLECTIVE

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REZONING APPLICATION EXHIBITS
NORTH POINT MALL - ALPHARETTA, GA

DESIGN STANDARDS VILLAGE

BUILDING DESIGN

EACH VILLAGE RETAIL BUILDING WORKS TOWARDS ITS OWN DESIGN IDENTITY AS PART OF A COLLECTION.

What follows are some inspirations for our Conceptual Approach - understanding these will also be influenced by Retail Leasing to marry well with the various tenants who will occupy the spaces.

The intent within the Village architectural collection is a series of expressions that create a sense of having been organically built over time. Materials and massing will create a cohesive yet unique composition of buildings that hold together as one Village.

Village buildings should have variety in height and reinforce the Pedestrian experience by encouraging outdoor patios, creating covered outdoor space, and framing public space view corridors.



+ ENCOURAGED

Unique and well designed buildings with a cohesive yet varied mix of materials and style vernacular.

Curated building types with some shared material types and detailing, including generous covered porch expressions.

- DISCOURAGED

Random mix of aesthetics with no intention.

Extreme variety in styles, colors or overly ornate designs that don't fit the context of the development at large.

DESIGN STANDARDS

VILLAGE

“HOMESTEAD” BUILDINGS

The spirit of the modern farmhouse is expressed using honest and simple materials. The intention is to evoke a sense of clean contrasted tones with subtle crisp detailing that hearkens back to southern homes of the region.



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CONCEPTUAL VIEW - VILLAGE-HOMESTEAD BUILDINGS



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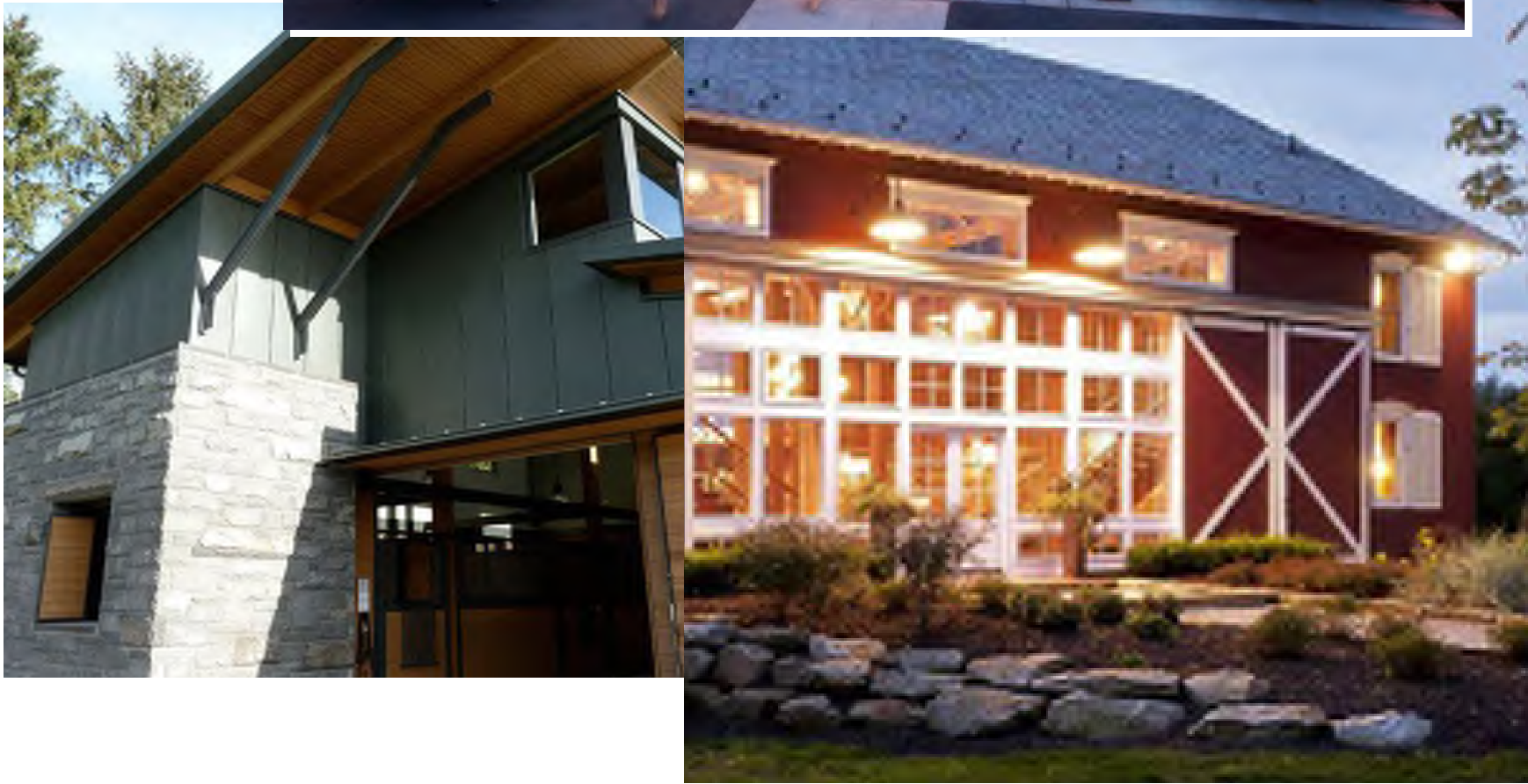
REZONING APPLICATION EXHIBITS
NORTH POINT MALL - ALPHARETTA, GA

DESIGN STANDARDS

VILLAGE

STABLES BUILDING

Approaching the Village Corner from the east, a smaller structure reminiscent of a stables building welcomes visitors. Gardens and covered porches extend this building's presence on all sides.



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EYE LEVEL CONCEPTUAL VIEW - VILLAGE-STABLES BUILDING



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DESIGN STANDARDS

VILLAGE

DISTILLERY BUILDING

The ambiance of an Agribusiness Operation is expressed in a Modern Barn Structure we conceptually refer to as the Distillery. Grand indoor/outdoor spaces, social energy, and Food, Beverage and Entertainment opportunities abound in this Village anchor structure (with its own central garden.)



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EYE LEVEL CONCEPTUAL VIEW - VILLAGE-DISTILLERY BUILDING



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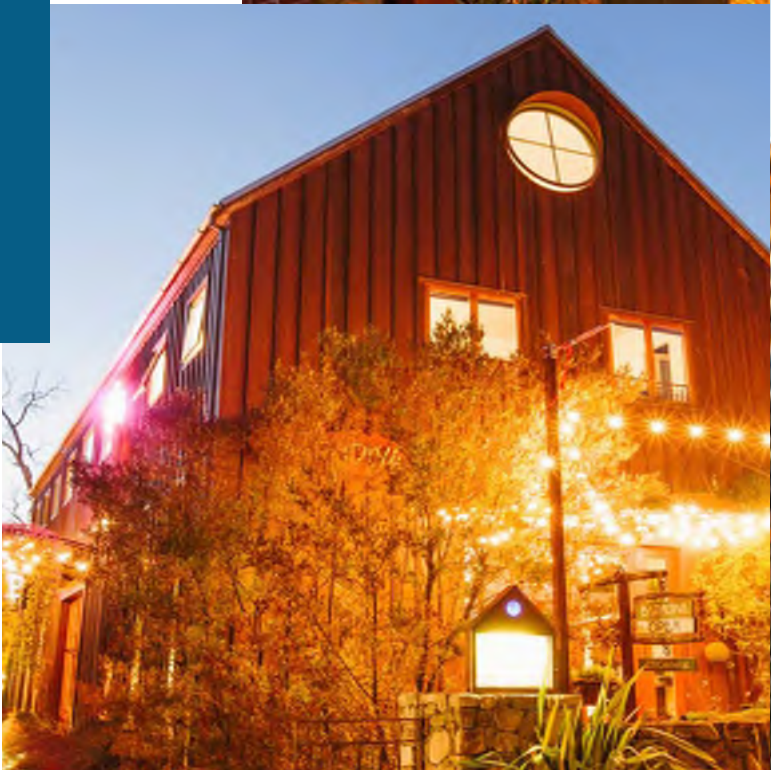
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NORTH POINT MALL - ALPHARETTA, GA

DESIGN STANDARDS

VILLAGE

STOVE HOUSE BUILDING

While the Homestead Structure is inspired by an adapted residence, the Stovehouse stands across from it is a village element inspired by kitchen buildings, bakeries, mills and structures where food is produced. This building also lends itself to two-story massing with dining overlooking the village public spaces.



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EYE LEVEL CONCEPTUAL VIEW - VILLAGE -STOVE HOUSE BUILDING



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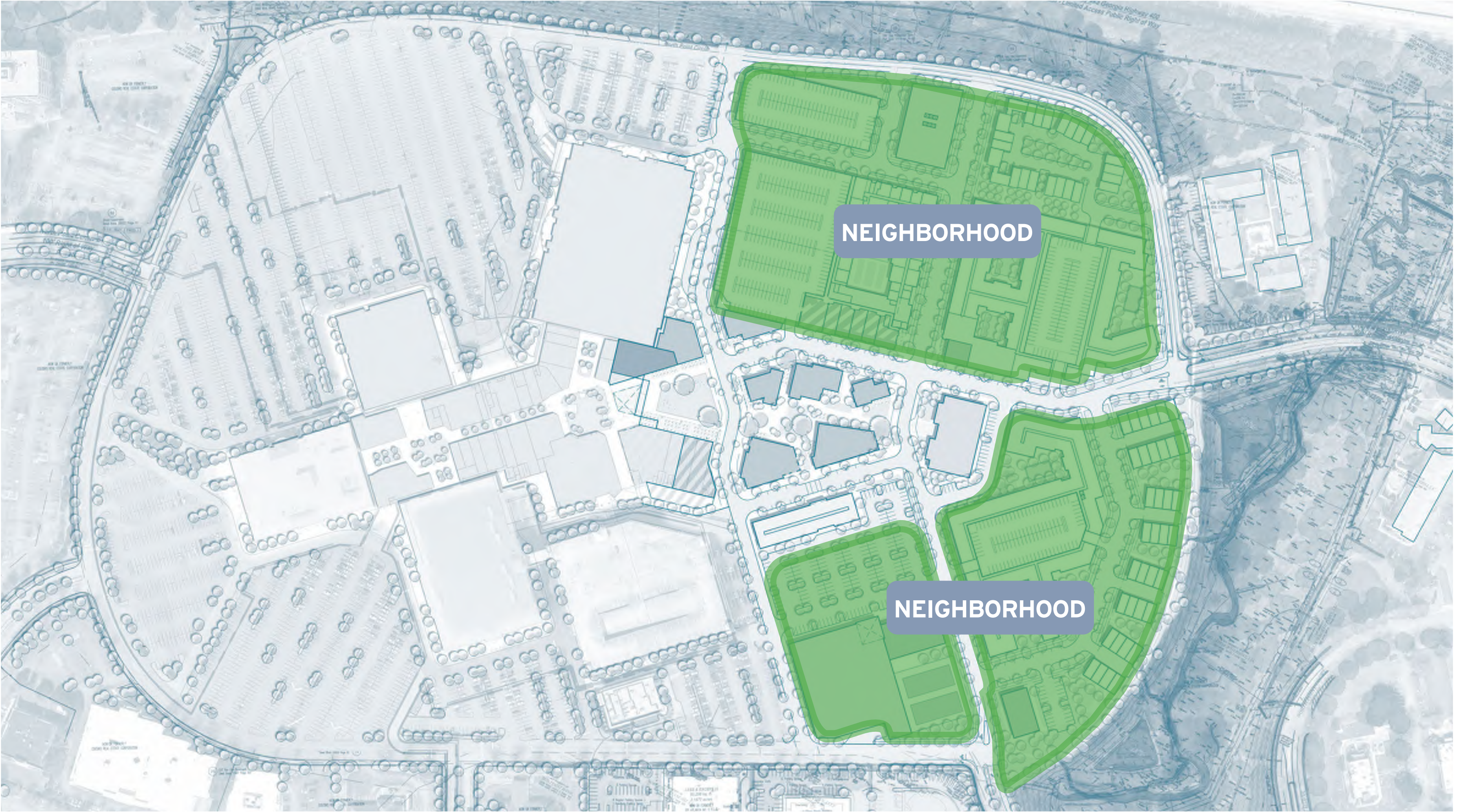
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REZONING APPLICATION EXHIBITS
NORTH POINT MALL - ALPHARETTA, GA

MASTER PLAN - NEIGHBORHOOD ZONE



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REZONING APPLICATION EXHIBITS
NORTH POINT MALL - ALPHARETTA, GA



NEIGHBORHOOD COMMON THREADS

NEIGHBORHOOD RESIDENTIAL

The Residences of north point will express active living and style in a neighborhood where the greatest amenity is being connected to a social village environment with many things to do both day and night. Both Regional Inspiration and nuanced modern details will inspire the design of Buildings that make Great Streets, Courtyards, and Public Spaces.



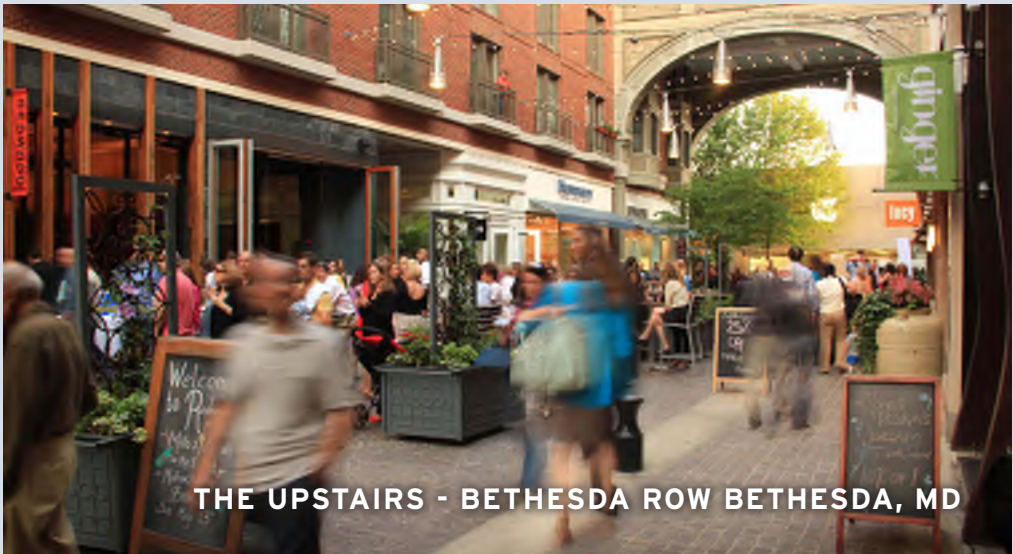
ARROWWOOD NORTH BETHESDA, MD



BANNER HILL - BALTIMORE, MD



360 H STREET - WASHINGTON DC



THE UPSTAIRS - BETHESDA ROW BETHESDA, MD

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REZONING APPLICATION EXHIBITS
NORTH POINT MALL - ALPHARETTA, GA

NEIGHBORHOOD COMMON THREADS

COMMUNITY ACTIVATION

Great Neighborhoods are activated by the residents who utilize public spaces intuitively. Community stakeholders will be invited to sponsor events that are unique and relevant, while a series of creative elements will help people find their own space. Such ever-changing walkable places promote happiness and wellness.



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REZONING APPLICATION EXHIBITS
NORTH POINT MALL - ALPHARETTA, GA

NEIGHBORHOOD COMMON THREADS

MULTI MODAL CONNECTIVITY

A central focus to redeveloping North Point Mall will be planning for Multi-modal Connections to the site. Route 400 is planned for a new Marta Station that will promote transit-based access. Meanwhile the “Alphaloop” is set to create regional connections, Eco-Districts, and a substantial Storm-Water Park on the south edge of the site.



4TH WARD PARK - ATLANTA



MARTA STATION - SANDY SPRINGS



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REZONING APPLICATION EXHIBITS
NORTH POINT MALL - ALPHARETTA, GA

NEIGHBORHOOD COMMON THREADS

STOREFRONTS AND SIDEWALKS

The Sidewalk environment is brought to life through artful expression of tenant identity in Storefronts, Signage, Outdoor Seating, Merchandising and more. Varied landscape and street furnishings will set off each block with a sense of uniqueness throughout the neighborhood.



PIKE AND ROSE - ROCKVILLE



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REZONING APPLICATION EXHIBITS
NORTH POINT MALL - ALPHARETTA, GA

NEIGHBORHOOD DESIGN STANDARDS

BUILDING DESIGN

NEIGHBORHOOD ARCHITECTURAL MASSING EXPRESSES AN AUTHENTIC AND VARIED URBAN FACADE INCREMENT, SO AS TO PROMOTE A TIMELESS MAIN STREET AMBIANCE OF MODERN AND TRADITIONAL DETAILING COMBINED WITHIN THE BLOCKS.

The intention behind scalable Urban Facade Increments is to create a balanced and articulated series of street walls that create organic and textured streets.

Buildings should be visually articulated with respect to pedestrian interest and site lines. Also, due to the storefront flexibility needed on Retail Streets, ground-floor portions of facades can utilize independent facade rhythms (when needed) to express the vibrant line up on businesses at their base.

Building massing on longer blocks should encourage a variety of facade setbacks and material approaches as practical (to be generally perceived as a series of buildings rather than one large “super block.”



+ ENCOURAGED

High-quality articulated facades with a cohesive yet varied mix of materials and fenestration rhythms.

Curated building material palette with varied massing and bold features.

- DISCOURAGED

Random mix of facade approaches and materials with no sense of project curation.

Extreme variety in styles, colors or overly ornate designs that don't fit the context of the development at large.



EYE LEVEL CONCEPTUAL VIEW - PHASE 1 MULTI-FAMILY MIXED-USE



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TRADEMARK



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AERIAL CONCEPTUAL VIEW - PHASE 1 MULTI-FAMILY MIXED-USE



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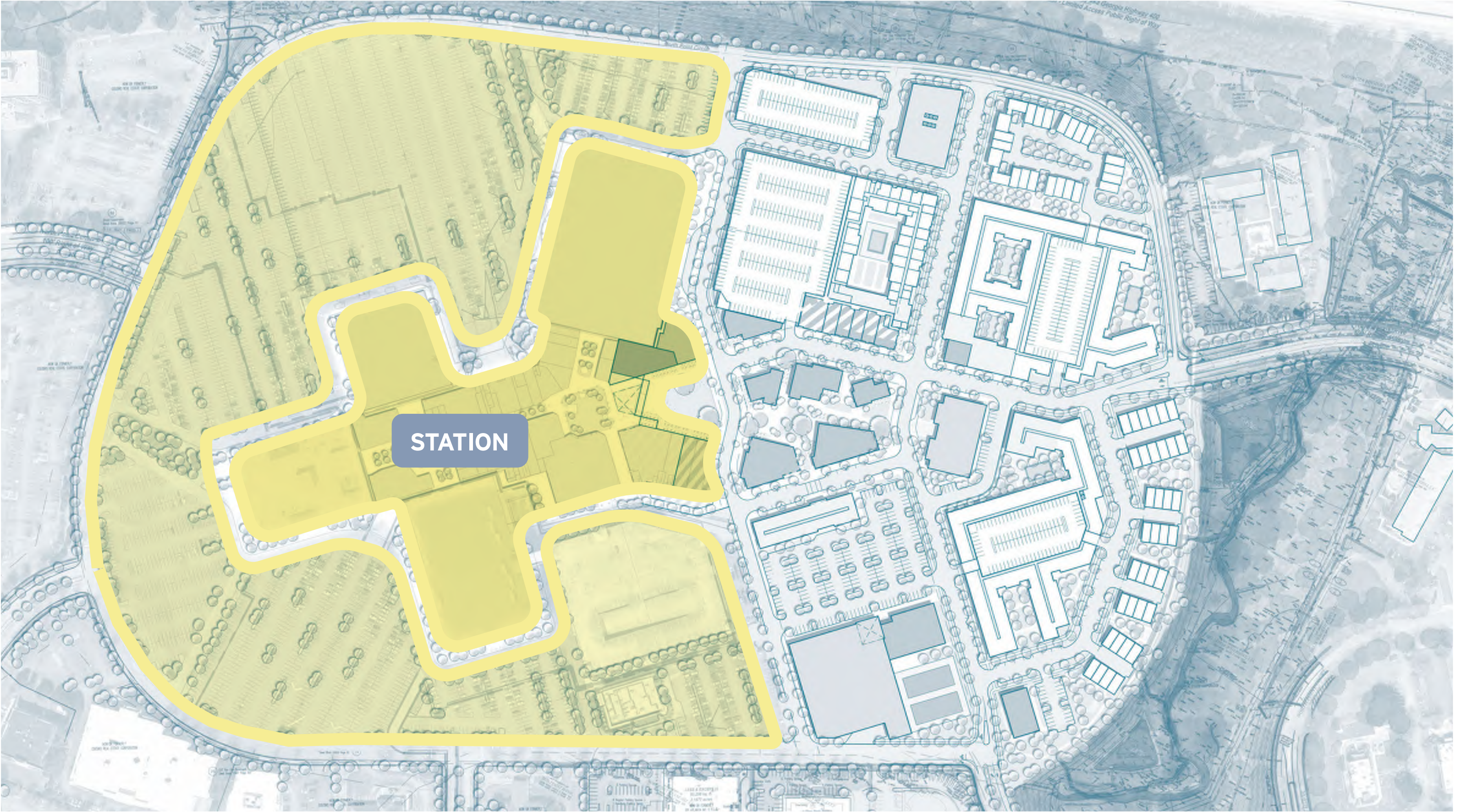
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MASTER PLAN - STATION ZONE



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REZONING APPLICATION EXHIBITS
NORTH POINT MALL - ALPHARETTA, GA

STATION DESIGN STANDARDS

BUILDING DESIGN

OUR VISION FOR BRIDGING THE NEW MALL EAST ENTRY THRESHOLD AND EVENT PLAZA WITH THE VILLAGE AND NEIGHBORHOOD BLOCKS WILL BE ACHIEVED THROUGH SEAMLESS AND THOUGHTFUL ACTIVATION OF OPEN SPACE AND CONSISTENT INDOOR/OUTDOOR STOREFRONT EMPHASIS THROUGHOUT.

The Station is our Conceptual nomenclature for the new East Mall Entry Threshold - which reflects its scale and purpose in the Urban Design story for the Village. The Station embraces the main gathering lawn. Bringing a mix of well programmed tenants, flexible outdoor space and an iconic experience that not only announces the mall entry but hosts a series of potential activities that vary from concerts to seasonal festivals and farmers markets, art fairs, ice skating, and more.



+ ENCOURAGED

Unique and well designed facades with a cohesive yet varied mix of materials and styles.

Curated building types with varied massing and simple

- DISCOURAGED

Random mix of aesthetics with no intention.

Extreme variety in styles, colors or overly ornate designs that don't fit the context of the development at large.



DESIGN STANDARDS STATION

PLATFORM

Shopping malls often share much in common with train stations in their structuring of space. Yet the new east face of north point is inspired by other grand elements of city stations like civic steps, platform canopies and gateway moments.



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REZONING APPLICATION EXHIBITS
NORTH POINT MALL - ALPHARETTA, GA

DESIGN STANDARDS STATION

GREAT PORCH

A seamless transition between mall conditioned space and the outdoor environment is made through a transition zone called the great porch. The objective is to diminish the importance (and barriers) of the front doors itself.



EYE LEVEL CONCEPTUAL VIEW -STATION (NEW EAST MALL ENTRANCE)



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EYE LEVEL CONCEPTUAL VIEW -STATION (NEW EAST MALL ENTRANCE)



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EYE LEVEL CONCEPTUAL VIEW -STATION (NEW EAST MALL ENTRANCE)



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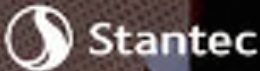
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REZONING APPLICATION EXHIBITS
NORTH POINT MALL -ALPHARETTA,GA

NORTH POINT MALL - INTERIOR RENOVATION CONCEPTS



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REZONING APPLICATION EXHIBITS
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NORTH POINT MALL - INTERIOR RENOVATION CONCEPTS



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REZONING APPLICATION EXHIBITS
NORTH POINT MALL - ALPHARETTA, GA





4.2

DESIGN STANDARDS

FACADE + RETAIL + SIGNAGE GUIDELINES

FACADE + STOREFRONT MATERIALS

FACADES & STOREFRONTS

Each building will be provided with the opportunity to uniquely display identity, while also establishing the building's character at street level. The choice of material is a key component of creating an inviting mixed use environment that reflects the character of North Point's brand. The architecture should achieve a high-quality design by using durable materials, while providing a high degree of care to create character, identity and uniqueness. Wood, metal, stone, cast stone, concrete, and high quality cementitious board products are recommended materials. Similarly, durable, smooth exterior grade hardwoods, and other fire resistive materials, are acceptable materials. Opaque, smoked, or reflective glass should only be used for accent / spandrel elements.

Regardless of the material, buildings should be designed with intentionality in massing and style to create clear distinctions of scale and detail. Buildings should also reflect a coherent Urban Design character as described in the design zones documented previously in Section 4.1.

+ ENCOURAGED

Wood (faux wood materials indistinguishable from wood can be substituted for wood), metal, stone, decorative brick, concrete, high quality cementitious board products; opaque, smoked, and reflective glass only used for accent elements

- DISCOURAGED

Softwoods, exterior insulation and finishing systems (EIFS), plastic materials; small display/showcase windows; blank walls

RETAIL FACADE COLOR



Colors create variety that brings streetscapes to life. The choice of colorful materials or paint are very important in creating a thriving retail environment. Colors within a single facade should be complementary while celebrating the Tenant's unique brand and personality.

- Colors will be used to tie together all parts of the storefront architecture.
- The color scheme should take into consideration and complement adjacent storefronts
- The landlord will ultimately be responsible for approving all color palettes.

+ ENCOURAGED
Unique and cohesive color palettes

- DISCOURAGED
Use of too many colors on an individual storefront, conflicting color schemes on adjacent storefronts, same color on adjacent storefronts



RESIDENTIAL FACADE COLOR



The choice of color is very important in crafting a fantastic mixed use environment. Colors should be considered in both materiality and paint. Colors should be coordinated and complement one another.

- Colors will be used to tie together all parts of the architecture.
- The color scheme should take into consideration and complement adjacent building designs.
- The Property Management team will ultimately be responsible for reviewing and approving all facade color palettes.

+ ENCOURAGED

Unique and cohesive color palettes

- DISCOURAGED

Use of too many colors on any one facade, conflicting color schemes



THE DISPLAY ZONE



Vision Windows

The transparent portions of storefront are a Tenant’s primary means of marketing to passing customers, either as pedestrians or in passing vehicles. The display of products and services adds visual variety, light, and color to the streetscape.

Creative solutions for restaurant windows are encouraged, such as ledges for seating both inside and out or garage doors rolling open to create more room. Floor to ceiling glass doors are also permitted, depending on Landlord’s approval.

1. In any 50-foot increment of a Tenant facade exposed to a public way, a minimum of sixty percent (50%) of the frontage should be vision windows or doors. Opaque glazing elements do not contribute to vision window area Exception: Landlord may allow that businesses with significant security concerns (jewelry stores, banks, etc.) May reduce visible exposure, or with very creative store Brand-Expression.
2. UV protected glass or films should be used to minimize discoloration of merchandise.
3. Tenants may use window tinting, films, canopies, and UV-reflective coatings to protect from solar damage. Glass tinting, operable shades, or any other application that decreases visibility will require the Landlord’s written approval.

Vitrines and Bay Windows

Where approved as part of a shopfront design, recessed and projecting storefront elements with glazed elements and display windows may contribute to the overall length of vision window.

STOREFRONT AND ENTRIES



The **Storefront** is the system of glazing used between the structural elements of a complete shopfront. The systems may be classified as windows, bay windows, storefront, window wall, curtain wall, or assembled using custom framing solutions and glazing. As retail demising varies throughout, storefront glazing may be replaced with a solid infill to conceal Tenant demising walls.

Doors and entries may contrast with or complement the storefront framing systems.

1. Slopes in sidewalk zones may require recessed entries and curbs at the base of glazing systems to transition from exterior to interior. See Architectural drawings.
2. Curbs and other solid elements for glazing that contributes to the minimum 50% glazed storefront frontage must be no higher than 2.5 feet
3. All enclosure systems must provide a secure weather enclosure.
4. Vertical elements may be used to break up large areas of storefront glazing and may occur at the edges of a storefront to frame the windows or provide a complementary material within a group of windows.
5. Opaque, frosted, and milky panels within the primary storefront may not cover more than thirty percent 30% of storefront glazed area.
6. Vertical storefront panels may provide opportunities for the location of secondary storefront signage.
7. Amount of coverage by panels within the secondary storefront zone depends on Landlord approval.
8. Solid infill panels may match the storefront framing finishes or may introduce contrasting or complementary materials.
9. All storefront materials should be compatible with, and complementary to, the overall storefront design.

BAYS AND RECESSES



Tenant enclosures may include projections no more than two feet (2'-0") from the Tenant's lease line unless otherwise approved by Owner. Recessed areas have no limits. With this, Tenants may be allowed to "push" or "extend" their storefronts beyond the designated sidewalk merchandising zone within the "Display Zone" not to extend into the Public Right-of-Way.

Recessed doors are encouraged because of their sheltering benefits and the variety they bring to the streetscape.

- The outer face of a shopfront may extend two feet (2'-0") into the sidewalk beyond the lease line. All shopfront projections must be within the building setback lines adjacent to vehicular rights of way.
- Shopfront projections may not inhibit a clear pedestrian pathway.
- Shopfront projections may not require alterations to base building architecture or landscape features unless approved by the Landlord.



AWNINGS AND CANOPIES



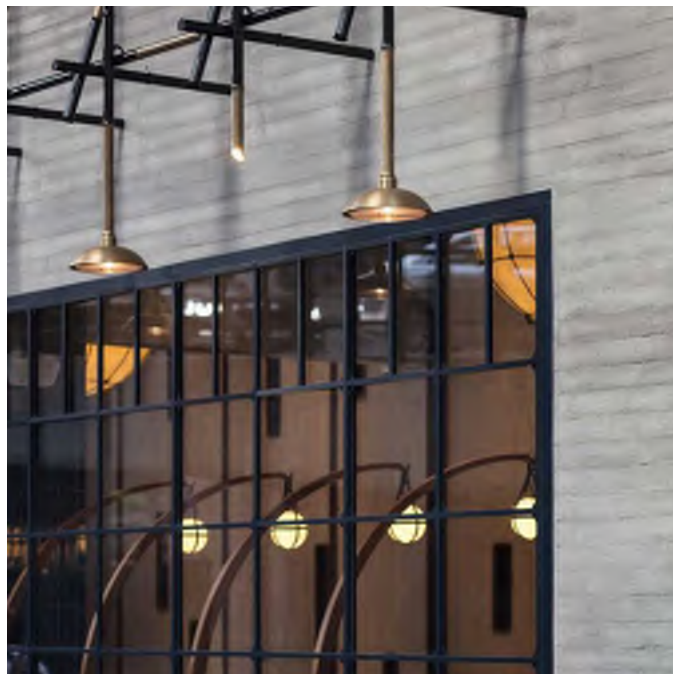
An **awning or canopy** is any overhead structure on a frame attached to a building facade and projecting outward. They are used to protect shoppers, outdoor seating, and merchandise from the elements. They tell customers where shops are located, announce entrances, provide surfaces for marketing/branding, and provide shelter.

Where the Owner has not already built canopies or awnings above a tenant's storefront, Tenants may provide awnings and canopies above their storefront, with approval by the Owner. To ensure a variety of facade strategies, some Tenants may be denied the ability to add awnings and/or canopies, depending on neighboring conditions, adjacent landscape plantings, architectural form, structural attachments, and other physical constraints.

Materials must be durable and fire/fade resistant. Awnings should be on a metal structure with a suitably attractive finish. Fabric and plastic canopies are less preferred due to lack of durability. Canopies should be constructed using metal, glass, or treated wood. Creativity and variety is highly encouraged in designs.

- Retail uses are allowed a maximum projection of five feet (5'-0") from the outermost building face
- Restaurant uses are allowed a maximum projection of ten feet (10'-0") from the outermost building face
- All projections must remain four feet (4'-0") behind vertical plane at the face of the curb line below.
- All projections should be designed to enhance the architectural style of the associated storefront below.
- Projections may be retractable.
- Projections may extend beyond neutral piers to neighboring tenants, but all attachments must be structurally supported only within the Tenant's frontage length.
- Roofs shall be designed to accommodate water drainage away from the base-building. Coordinate required internal drainage with base building architecture.
- Projections may contain lighting features.

ILLUMINATION



Building lighting is instrumental in the activation and success of a streetscape. Building lighting is used for the illumination of the building facade, architectural embellishments, storefronts, signs, landscaping associated with store, and building entrances. Used appropriately, lighting can articulate the streetscape in a unique and creative way while also providing for a sense of security after nightfall.

- Tenants are required to keep the front five feet (5'-0") of the interior of the store lit at all times (24/7).
- Light fixtures used for Storefront Lighting should be appropriately scaled to the building facade. They are to be concealed or shielded with diffusers or refractors to avoid glare towards pedestrians, vehicles, building interiors, or the sky.
- Fixtures used for illumination of architectural features should not project direct lighting beyond intended elements. Visible bulbs, colored bulbs, blinking or flashing lights (except as used for seasonal ornamentation), floodlighting, high intensity discharge lighting, or fluorescent lighting, are all prohibited. Neon lighting is not allowed in storefront window display.
- Gooseneck fixtures, sconces, pendants, lanterns, or low-wattage accent spotlights that are traditionally styled or contemporary styled fixtures in traditional form are encouraged. Storefront facades and recessed doorways must always be lit, or as directed by the Owner.

SIDEWALK RETAIL ZONE



The Activity + Restaurant Zone is an area of the sidewalk directly in front of the storefront that Tenants can use for further marketing / merchandising beyond the envelope of the building. Tenants can use this area to “beautify” their shop with flower boxes and add benches to encourage pedestrians to pause in front of the store.

- Semi-permanent objects such as ground signs and seating are permitted in this area.
- Tenants are encouraged to utilize and maintain potted plantings along their storefront, particularly in front of building piers.
- Tenants design must be coordinated with any Owner to installed site amenities within the Storefront Activity + Restaurant Zone.

TENANT SIGNAGE

TENANTS' SIGN DESIGNS ARE KEY TO CREATING SUCCESSFUL RETAIL ENVIRONMENTS.

UNLIKE TRADITIONAL SHOPPING CENTERS WITH UNIFORM SIGN DESIGNS, MIXED-USE CENTERS GENERATE A SENSE OF PLACE SIMILAR TO TOWNS THAT HAVE EVOLVED OVER DECADES.

Successful places **encourage commercial tenants to promote their brand** through sign design. At the same time, some limitation and guideline for Tenants' design freedom helps hold a district together with a consistent identity and level of **quality that customers expect** from a modern public marketplace. This is more important in urban mixed-use setting than in traditional shopping centers.

To ensure the retail environment is engaging, unique and well detailed, these Tenant Sign Design Guidelines help the Tenants and the Property Landlord freedom to communicate through signs, but in a consistent language of form, color, and materials.

North Point will become the home of dozens of retailers and eateries, set within a new walkable semi-urban neighborhood unique to the City of Alpharetta. The commercial environment will **contribute to the vibrancy of the entire district** through an experiential blend of architectural expression and engaging streetscapes. The Tenant Sign Design Guidelines provide necessary standards to create a high-quality and diverse interface with the public realm.

Note: All diagrams in these guidelines are intended to show the extent and character of retail storefronts. They are not intended to be representative of any specific Tenants or retail categories. All images are for illustrative purposes only.





THANK YOU

GRID NORTH — GA. WEST ZONE



SHEET INDEX

NOT TO SCALE

GEORGIA HIGHWAY 400

SHEET 4

SHEET 3

SHEET 2

SHEET 5

SHEET 6

SHEET 7

SHEET 8

NORTH POINT DRIVE
NORTH POINT COURT
NORTHPOINT PARKWAY

LINE TABLE

LINE	BEARING	DISTANCE
L1	N44°37'40"W	0.90'
L2	N44°37'40"W	2.25'
L3	S44°37'40"E	18.00'
L4	S44°37'40"E	1.21'
L5	S44°37'40"E	4.61'
L6	S45°22'20"W	5.95'
L7	N38°36'37"W	8.05'
L8	S27°20'37"E	8.99'
L9	S25°04'10"W	25.12'
L10	S13°36'13"W	27.94'
L11	S23°49'07"E	20.19'
L12	S40°52'00"E	56.16'
L13	S09°39'19"E	30.27'
L14	S11°45'47"W	27.61'
L15	S21°24'57"W	26.36'
L16	S58°13'37"W	23.21'
L17	S24°01'18"W	43.73'
L18	S02°33'44"W	39.53'
L19	S24°16'17"E	36.60'
L20	S20°06'00"W	19.30'
L21	S04°10'17"W	33.58'
L22	N68°45'15"E	41.47'
L23	S33°41'51"E	55.91'
L24	S64°52'31"E	27.69'
L25	S06°20'09"E	22.81'
L26	S31°23'27"E	22.70'
L27	N76°22'56"E	34.79'
L28	S10°48'55"W	53.95'
L29	S61°01'39"W	16.20'
L30	S53°35'43"W	18.97'
L31	S46°27'08"W	17.58'
L32	S02°37'37"W	13.75'
L33	S25°33'30"W	42.55'
L34	S50°32'16"W	43.31'
L35	S56°42'14"W	47.66'
L36	S89°15'20"W	40.84'
L37	N43°43'03"W	46.63'
L38	N66°34'10"W	30.18'

CLOSURE STATEMENT

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(770) 557-4142

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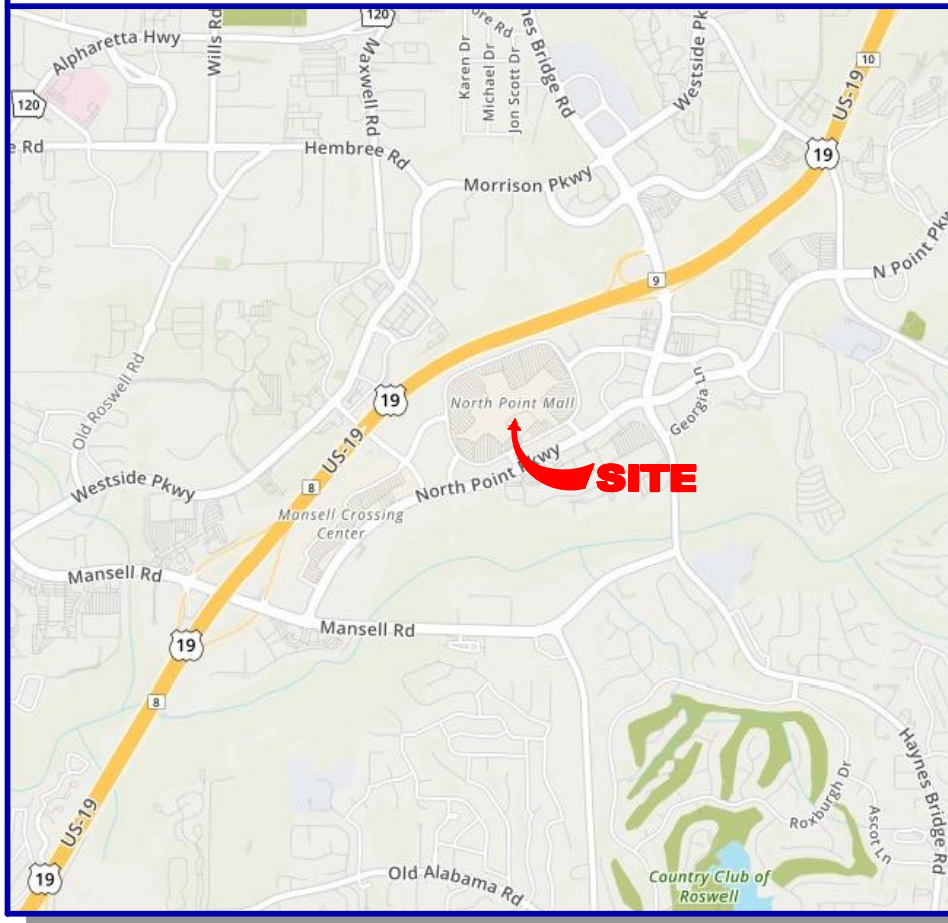
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AERIAL PHOTOGRAPHS



VICINITY MAP

SITE LOCATION — LATITUDE: 34° 02' 54" LONGITUDE: 84° 17' 40"



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1 SHEET
OF
9

COVER SHEET



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Georgia Professional
Land Surveyor # 3324



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PARTIAL TOPOGRAPHIC SURVEY OF

North Point Mall

FOR

GGP North Point, Inc.

GS JOB NO:	20124284	DRAWING SCALE:	1"= 40'	SURVEY DATE:	04-12-2019
FIELD WORK:	CB/EP	CITY:	ALPHARETTA	STATE:	GA
PROJ MGR:	JTN	COUNTY:	FULTON	REVISIONS	
REVIEWED:	JRC	LAND LOT: 688,689,700,701 742,743,754,755		No. Date	Description
DWG FILE:	20124284-6.dwg	DISTRICT:	1ST	SECTION:	2ND
				1. 6-20-19	Add easements per surv. ref. 2
				2. 8-13-19	Add 6" trees along Northpoint Dr (sheets 4 & 7)
				3. 9-26-19	Add numbered trees per arborist

SITE PHOTOGRAPHS



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LEGEND

STANDARD ABBREVIATIONS

AC AIR CONDITIONER
BH BORE HOLE
BSL BUILDING SETBACK LINE
CI CURB INLET
CMP CORRUGATED METAL PIPE
CMF CONCRETE MONUMENT FND
CO SANITARY CLEANOUT
CPED COMMUNICATION PEDESTAL
CTP CRIMPED TOP PIPE
DI DROP INLET
DIP DUCTILE IRON PIPE
DWCB DOUBLE WING CATCH BASIN
FNC FENCE
FND FOUND
GM GAS METER
INV INVERT
JB JUNCTION BOX
MH MANHOLE
OCS OUTLET CONTROL STRUCTURE
OTP OPEN TOP PIPE
PM POWER METER
PKS PK NAIL SET
POB POINT OF BEGINNING
POC POINT OF COMMENCEMENT
RCP REINFORCED CONCRETE PIPE
RBR IRON REINFORCING BAR
RBS 5/8" RBR SET CAPPED LSF 621
SS SANITARY SEWER
SWCB SINGLE WING CATCH BASIN
TRANS ELECTRIC TRANSFORMER

STANDARD SYMBOLS

LIMITED ACCESS
POWER POLE
GUY WIRE
POWER LINE
LIGHT POLE
ELECTRIC TRANSFORMER
WATER VAULT
GAS VALVE
GAS METER
WATER VALVE
WATER METER
FIRE HYDRANT
UNDERGROUND ELECTRIC LINE
UNDERGROUND GAS LINE
UNDERGROUND COMMUNICATION LINE
UNDERGROUND WATER LINE
PHOTO POSITION INDICATOR
REGULAR PARKING SPACE COUNT
HANDICAP PARKING SPACE
TREE POSITION INDICATOR
SIGN
CONCRETE

CLOSURE STATEMENT

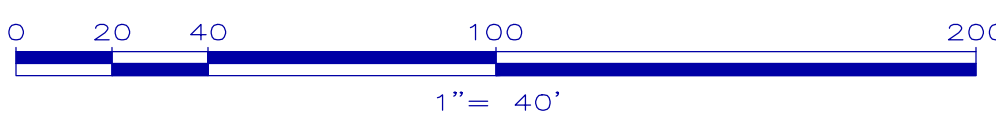
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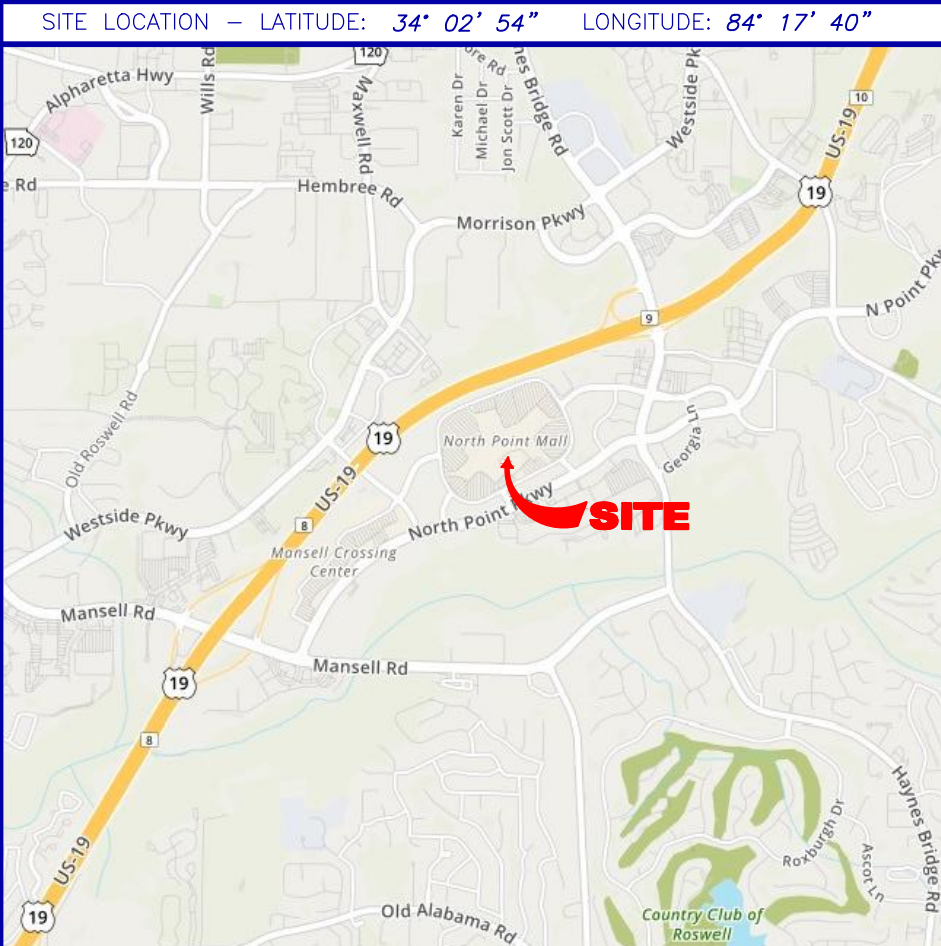


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GRAPHIC SCALE



VICINITY MAP



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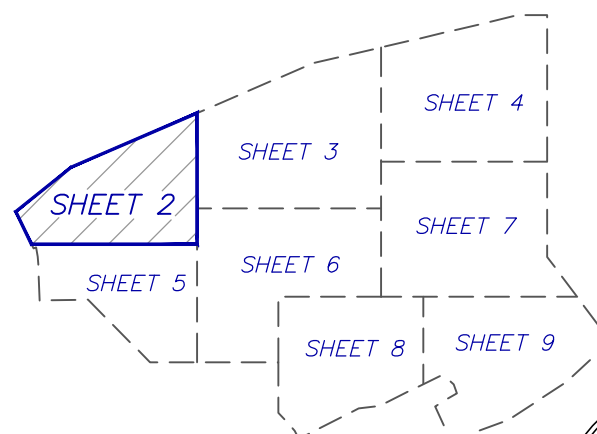
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2 SHEET
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SHEET INDEX



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North Point Mall

FOR

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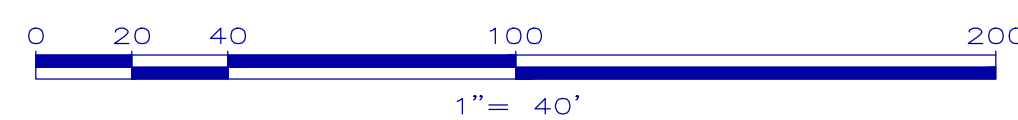
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GRAPHIC SCALE



VICINITY MAP



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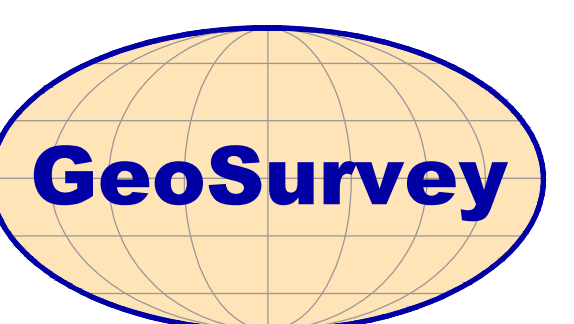
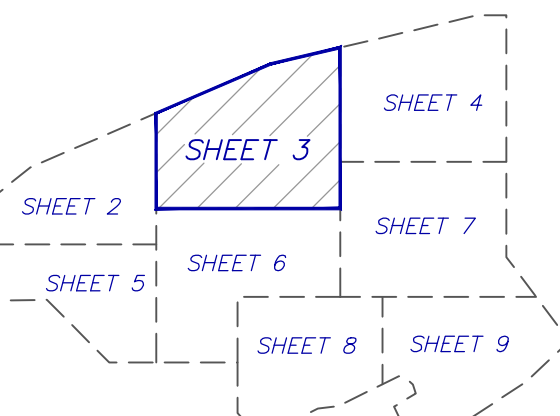
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PARTIAL TOPOGRAPHIC SURVEY OF

North Point Mall

FOR

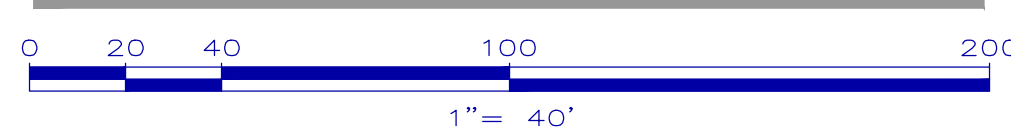
GGP North Point, Inc.

GS JOB NO:	20124284	DRAWING SCALE:	1"= 40'	SURVEY DATE:	04-12-2019
FIELD WORK:	CB/EP	CITY:	ALPHARETTA	STATE:	GA
PROJ MGR:	JTN	COUNTY:	FULTON		
REVIEWED:	JRC	LAND LOT:	688,689,700,701 742,743,754,755		
DWG FILE:	20124284-6.dwg	DISTRICT:	1ST	SECTION:	2ND

SITE PHOTOGRAPHS



GRAPHIC SCALE



LEGEND

STANDARD ABBREVIATIONS	STANDARD SYMBOLS
AC AIR CONDITIONER	LIMITED ACCESS
BH BORE HOLE	POWER POLE
BSL BUILDING SETBACK LINE	GUY WIRE
CI CURB INLET	POWER LINE
CMF CORRUGATED METAL PIPE	LIGHT POLE
CMF CONCRETE MONUMENT FND	ELECTRIC TRANSFORMER
CO SANITARY CLEANOUT	WATER VAULT
CPED COMMUNICATION PEDESTAL	GAS VALVE
CTP CRUMPLED TOP PIPE	GAS METER
DI DROP INLET	WATER VALVE
DIP DUCTILE IRON PIPE	WATER METER
DWB DOUBLE WING CATCH BASIN	FIRE HYDRANT
FNC FENCE	UNDERGROUND ELECTRIC LINE
FM FOUND	UNDERGROUND GAS LINE
GM GAS METER	UNDERGROUND COMMUNICATION LINE
INV INVERT	UNDERGROUND WATER LINE
JB JUNCTION BOX	PHOTO POSITION INDICATOR
MH MANHOLE	REGULAR PARKING SPACE COUNT
OCS OUTLET CONTROL STRUCTURE	HANDICAP PARKING SPACE
OTF OPEN TOP PIPE	TREE POSITION INDICATOR
PM POWER METER	CONCRETE
PKS PK NAIL SET	
POB POINT OF BEGINNING	
POC POINT OF COMMENCEMENT	
ROP REINFORCED CONCRETE PIPE	
RBR IRON REINFORCING BAR	
SS 5/8" RBR SET CAPPED LSF 621	
SS SANITARY SEWER	
SWB SINGLE WING CATCH BASIN	
TRANS ELECTRIC TRANSFORMER	

VICINITY MAP



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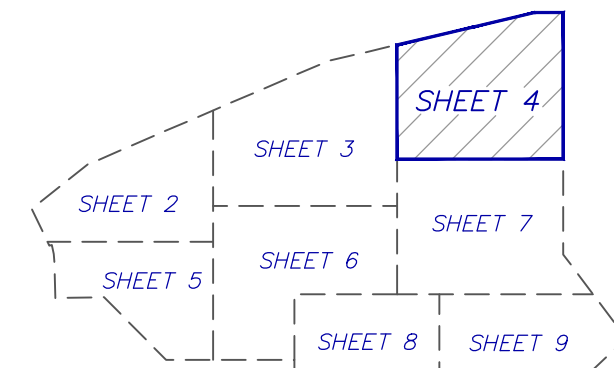
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Certificate of Authorization #LSF-000621

PARTIAL TOPOGRAPHIC SURVEY OF

North Point Mall

FOR

GGP North Point, Inc.

N/F PROPERTY OF
BRE/LQ PROPERTIES L.L.C.
DEED BOOK 42076 / PAGE 164
"LAQUITA"

GS JOB NO:	20124284	DRAWING SCALE:	1"= 40'	SURVEY DATE:	04-12-2019
FIELD WORK:	CB/EP	CITY:	ALPHARETTA	STATE:	GA
PROJ MGR:	JTN	COUNTY:	FULTON		
REVIEWED:	JRC	LAND LOT:	688,689,700,701 742,743,754,755		
DWG FILE:	20124284-6.dwg	DISTRICT:	1ST	SECTION:	2ND

		REVISIONS	
No.	Date	Description	
1	8-20-19	Add easements per sur. ref. 2	
2	8-13-19	Add 6" trees along Northpoint Dr (sheets 4 & 7)	
3	9-26-19	Add numbered trees per arborist	

REVISIONS	
No.	Date
1.	6-20-19
2.	8-13-19
3.	9-26-19

Add easements per surv. ref. 2
Add 6" trees along Northpoint Dr (sheets 4 & 7)
Add numbered trees per arborist

N/F PROPERTY OF
BRI 1870
NORTH POINT, LLC
DEED BOOK 55720 / PAGE 444

N/F PROPERTY OF
GGP-NORTHPOINT, INC.
DEED BOOK 20437 / PAGE 287

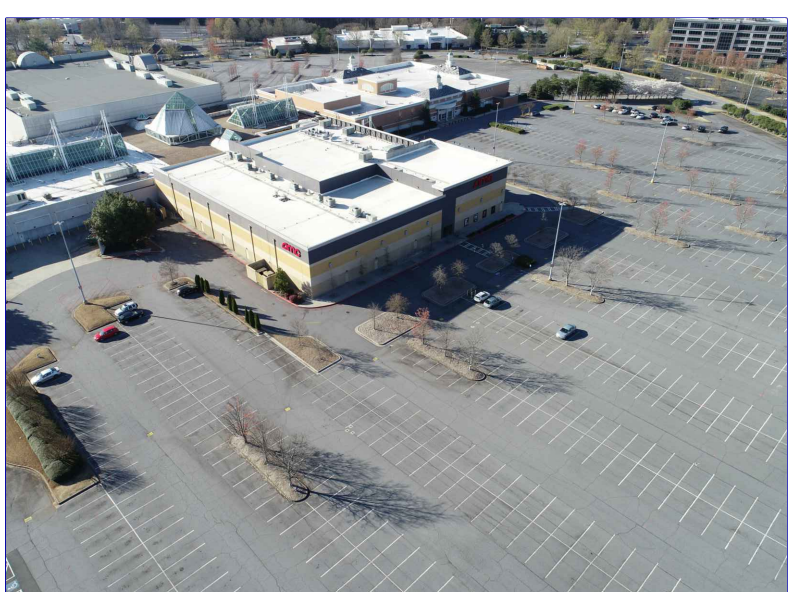
N/F PROPERTY OF
GGP-NORTH POINT LAND L.L.C.
DEED BOOK 44736 / PAGE 275

N/F PROPERTY OF
GGP-NORTHPOINT, INC.
DEED BOOK 20437 / PAGE 287

N/F PROPERTY OF
VON MAUR, INC.
DEED BOOK 49658 / PAGE 485

N/F PROPERTY OF
VON MAUR, INC.
DEED BOOK 49658 / PAGE 485

SITE PHOTOGRAPHS



CLOSURE STATEMENT

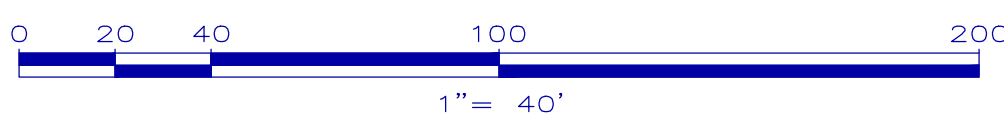
THE FIELD CLOSURE UPON WHICH THIS PLAT IS BASED HAS A CLOSURE PRECISION OF ONE FOOT IN 41,014, AND WAS ADJUSTED USING THE LEAST SQUARES METHOD. A TRIMBLE S-6 TOTAL STATION AND TRIMBLE TSC-3 DATA COLLECTOR WERE USED TO COLLECT THIS FIELD DATA.

IF YOU DIG



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Dial 811
Or Call 800-282-7411

GRAPHIC SCALE

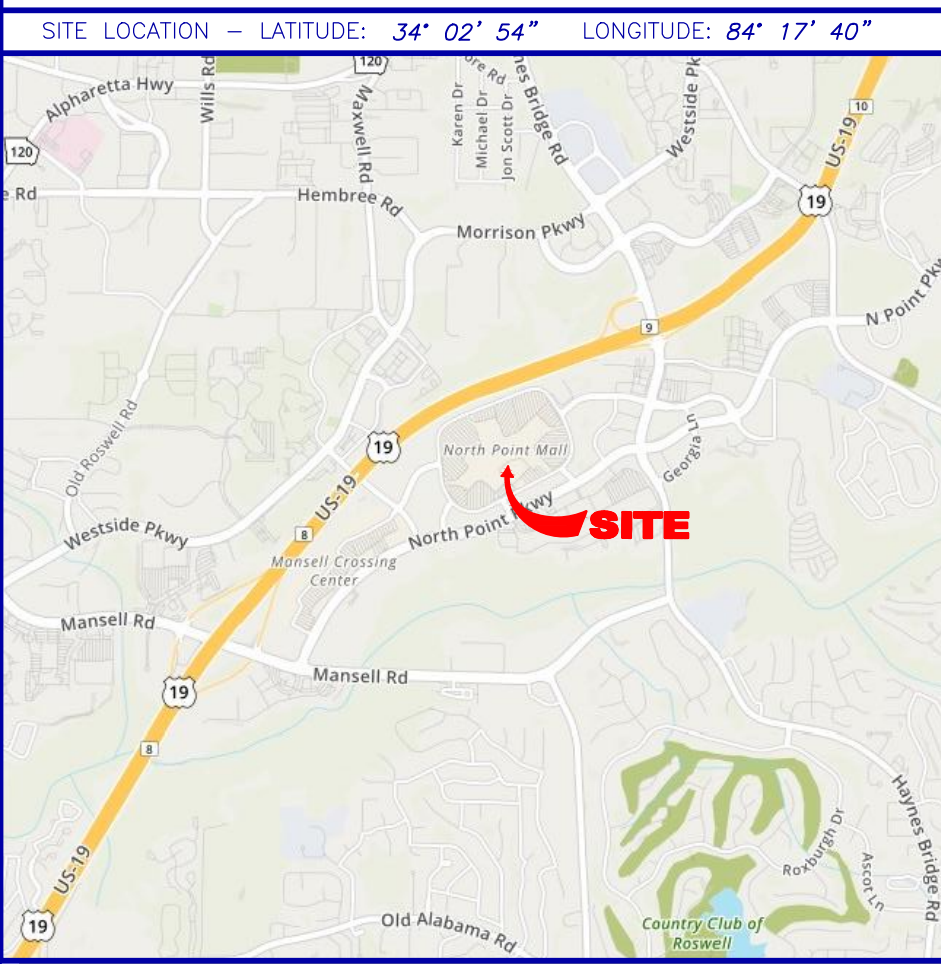


LEGEND

STANDARD ABBREVIATIONS
AC AIR CONDITIONER
BH BORE HOLE
BSL BUILDING SETBACK LINE
CI CURB INLET
CMP CORRUGATED METAL PIPE
CMF CONCRETE MONUMENT FND
CO SANITARY CLEANOUT
COP COMMUNICATION PEDESTAL
CTP CRIMPED TOP PIPE
DI DROP INLET
DIP DUCTILE IRON PIPE
DWCB DOUBLE WING CATCH BASIN
FNC FENCE
FND FOUND
GM GAS METER
INV INVERT
JUNCTION BOX
MH MANHOLE
OCS OUTLET CONTROL STRUCTURE
OTP OPEN TOP PIPE
PM POWER METER
PKS PK NAIL SET
POB POINT OF BEGINNING
POC POINT OF COMMENCEMENT
RCP REINFORCED CONCRETE PIPE
RBR IRON REINFORCING BAR
RBS 5/8" RBR SET CAPPED LSF 621
SS SANITARY SINKER
SWCB SINGLE WING CATCH BASIN
TRANS ELECTRIC TRANSFORMER

STANDARD SYMBOLS
LIMITED ACCESS
POWER POLE
GUY WIRE
POWER LINE
LIGHT POLE
ELECTRIC TRANSFORMER
WATER VAULT
GAS VALVE
GAS METER
WATER VALVE
WATER METER
FIRE HYDRANT
UNDERGROUND ELECTRIC LINE
UNDERGROUND GAS LINE
UNDERGROUND COMMUNICATION LINE
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SIGN
CONCRETE

VICINITY MAP



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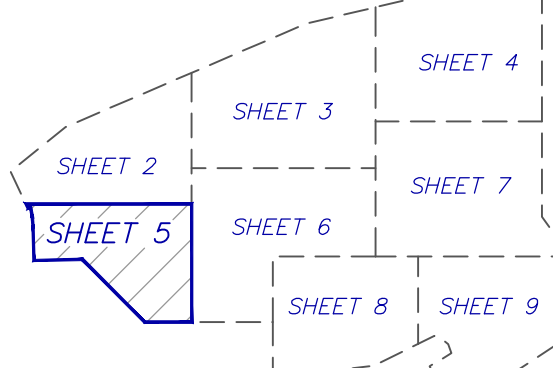
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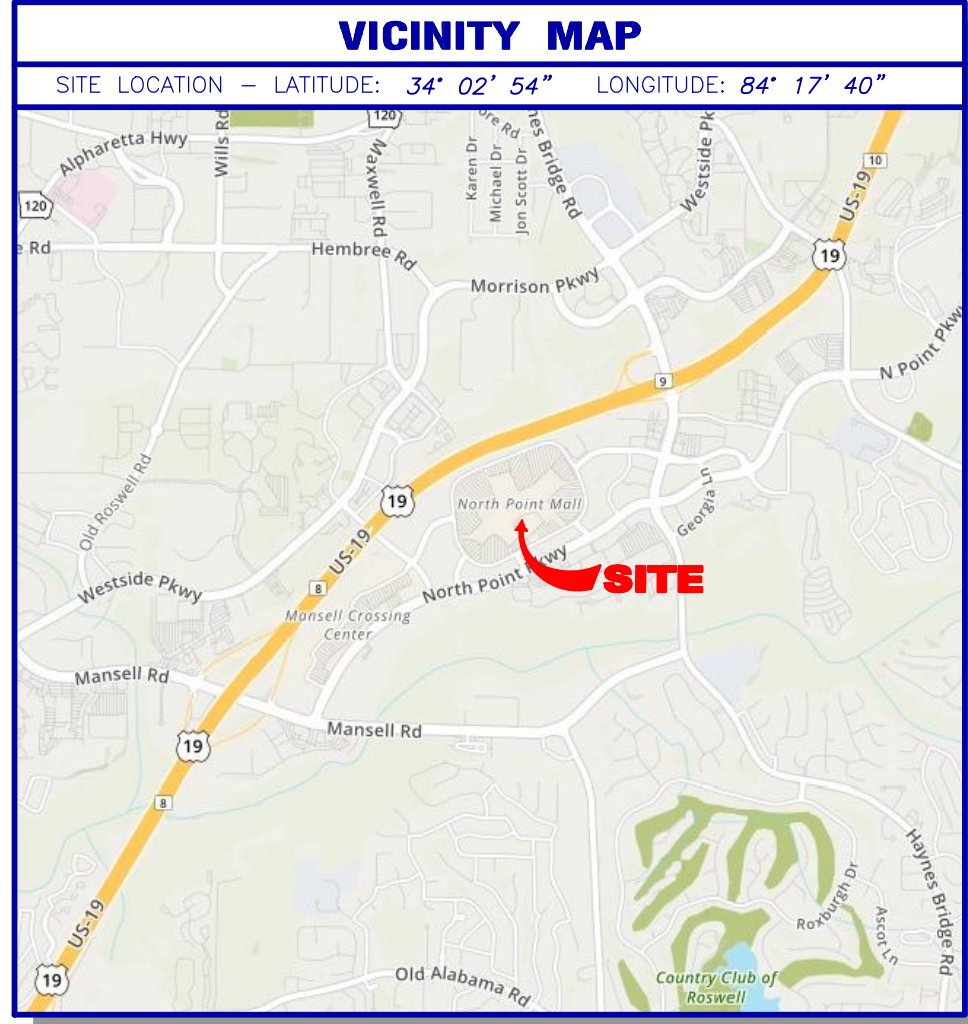
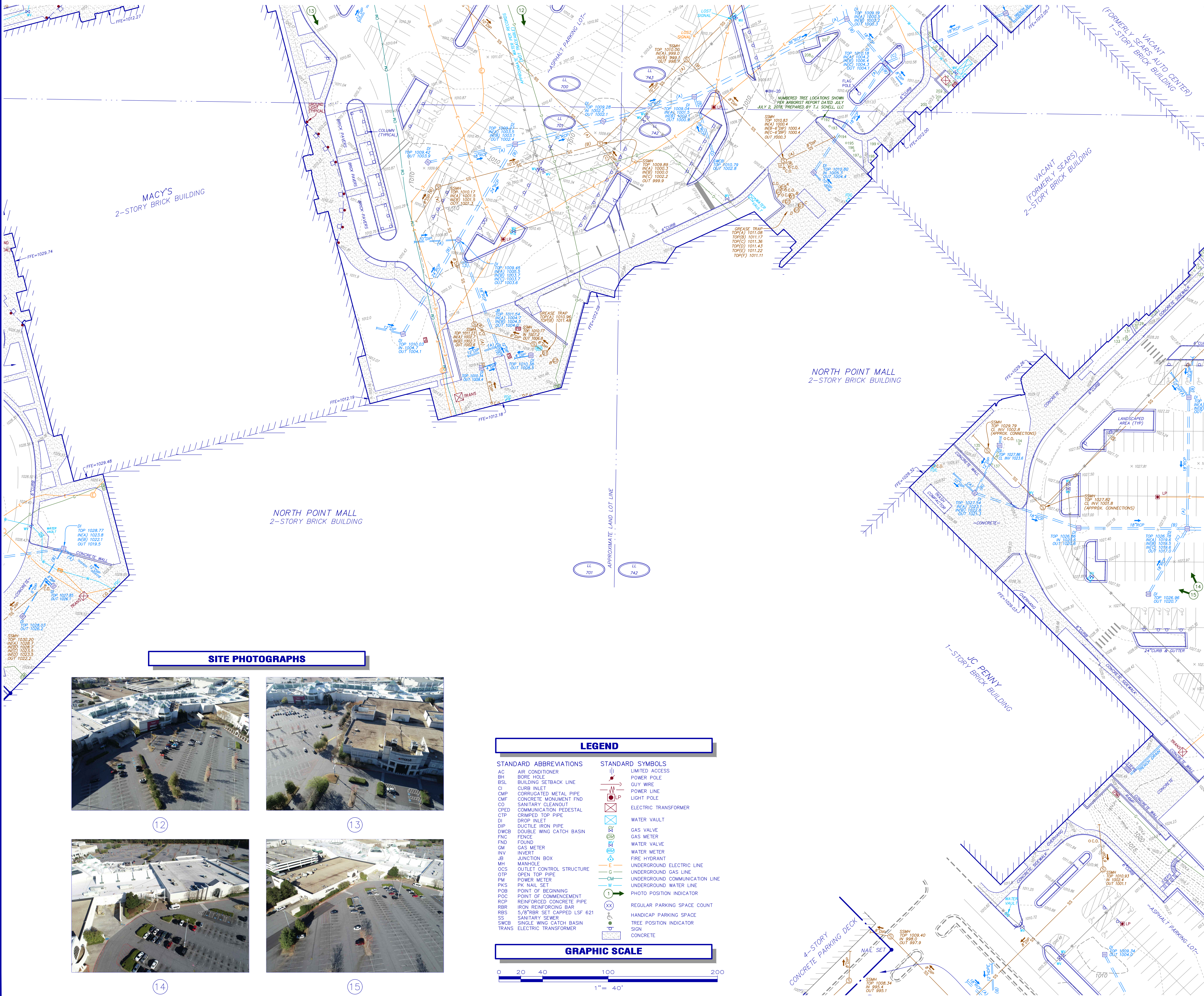
North Point Mall

FOR

GGP North Point, Inc.

GS JOB NO:	20124284	DRAWING SCALE:	1"= 40'	SURVEY DATE:	04-12-2019
FIELD WORK:	CB/EP	CITY:	ALPHARETTA	STATE:	GA
PROJ MGR:	JTN	COUNTY:	FULTON		
REVIEWED:	JRC	LAND LOT:	688,689,700,701,742,743,754,755		
DWG FILE:	20124284-6.dwg	DISTRICT:	1ST	SECTION:	2ND

REVISIONS	
No.	Date
1.	6-20-19
2.	8-13-19
3.	9-26-19
Description:	
Add easements per surv. ref. 2	
Add 6" trees along Northpoint Dr (sheets 4 & 7)	
Add numbered trees per arborist	



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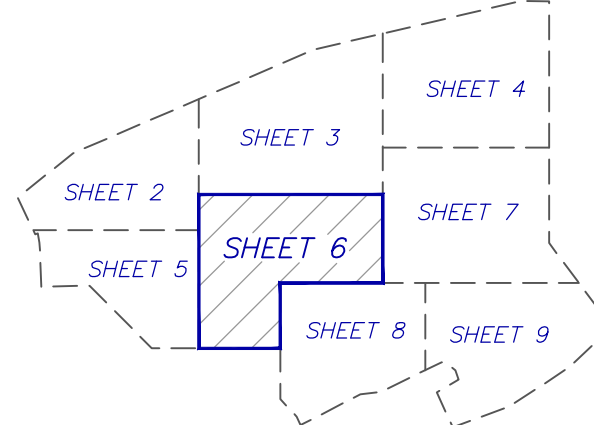
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North Point Mall

FOR

GGP North Point, Inc.

GS JOB NO:	20124284	DRAWING SCALE:	1"= 40'	SURVEY DATE:	04-12-2019
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PROJ MGR:	JTN	COUNTY:	FULTON		
REVIEWED:	JRC	LAND LOT:	688,689,700,701,742,743,754,755		
DWG FILE:	20124284-6.dwg	DISTRICT:	1ST	SECTION:	2ND

No.	Date	Description
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2.	8-13-19	Add 6" trees along Northpoint Dr (sheets 4 & 7)
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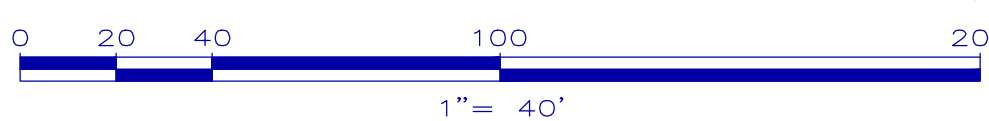
SITE PHOTOGRAPHS

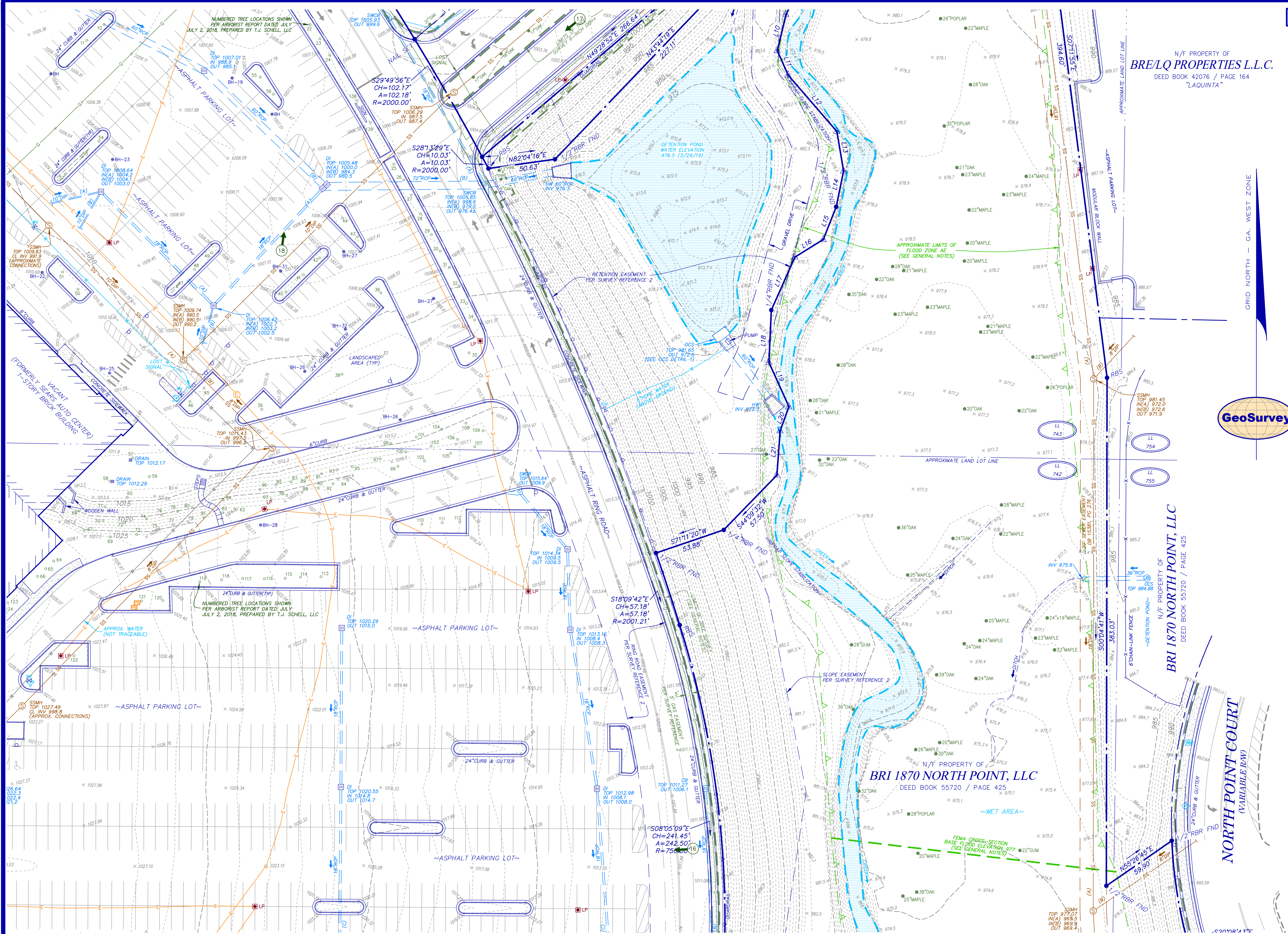


LEGEND

STANDARD ABBREVIATIONS	STANDARD SYMBOLS
AC BH BSL CI CMP CMF CO CPED CTP DI DIP DWCB FND FNC GM INV JB MH OCS CTP PM PKS POB POC RCP RBR RBS SS SWCB TRANS	AIR CONDITIONER BONE HOLE BUILDING SETBACK LINE CURB INLET CORRUGATED METAL PIPE CONCRETE MONUMENT FND SANITARY CLEANOUT COMMUNICATION PEDESTAL CRIMPED TOP PIPE DROP INLET DUCTILE IRON PIPE DOUBLE WING CATCH BASIN FENCE FOUND GAS METER INVERT JUNCTION BOX MANHOLE OUTLET CONTROL STRUCTURE OPEN TOP PIPE POWER METER PK NAIL SET POINT OF BEGINNING POINT OF COMMENCEMENT REINFORCED CONCRETE PIPE IRON REINFORCING BAR 5/8"RBR SET CAPPED LSF 621 SANITARY SEWER SINGLE WING CATCH BASIN ELECTRIC TRANSFORMER
	LIMITED ACCESS POWER POLE GUY WIRE POWER LINE LIGHT POLE ELECTRIC TRANSFORMER WATER VAULT GAS VALVE GAS METER WATER VALVE FIRE HYDRANT UNDERGROUND ELECTRIC LINE UNDERGROUND GAS LINE UNDERGROUND COMMUNICATION LINE UNDERGROUND WATER LINE PHOTO POSITION INDICATOR REGULAR PARKING SPACE HANDICAP PARKING SPACE TREE POSITION INDICATOR SIGN CONCRETE

GRAPHIC SCALE





N/F PROPERTY OF
BRE/LQ PROPERTIES L.L.C.
DEED BOOK 42076 / PAGE 164
"LAQUINTA"

GRID NORTH - GA. WEST ZONE



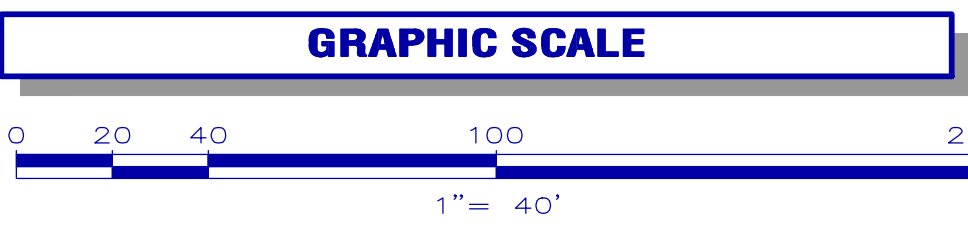
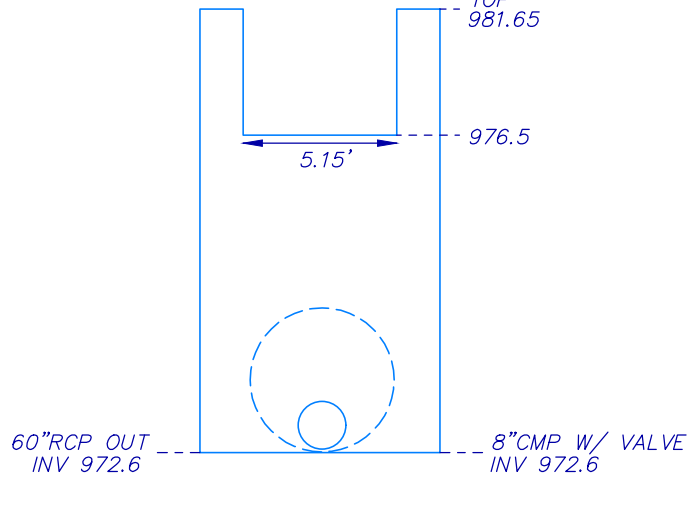
N/F PROPERTY OF
BRI 1870 NORTH POINT, LLC
DEED BOOK 55720 / PAGE 425

NORTH POINT COURT
(VARIABLE W)

N/F PROPERTY OF
BRI 1870 NORTH POINT, LLC
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BRI 1870 NORTH POINT, LLC
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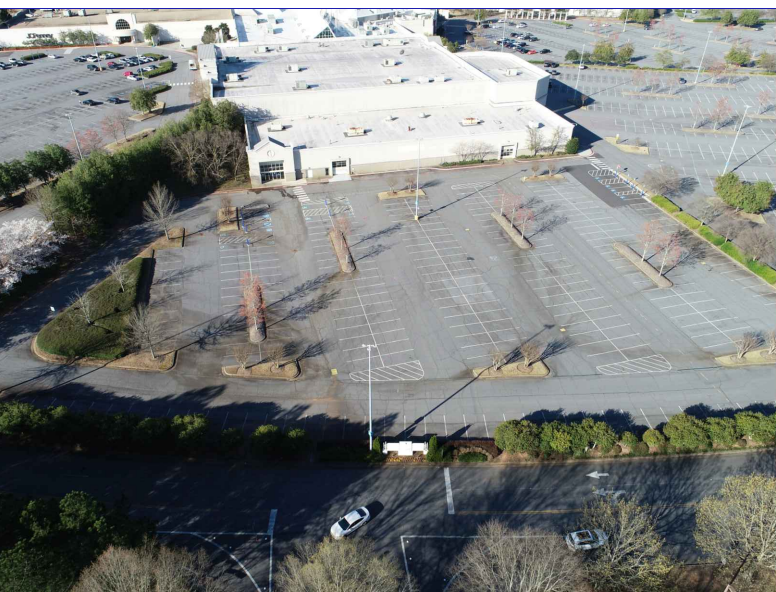
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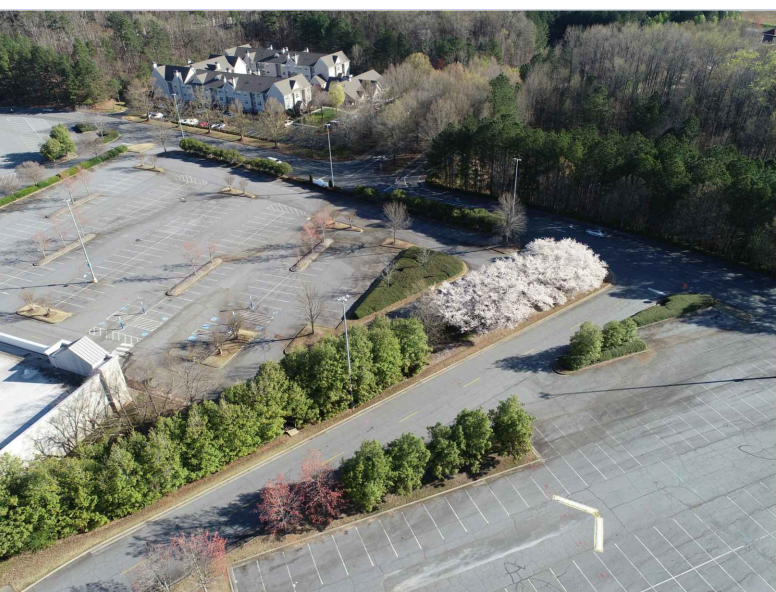
SITE PHOTOGRAPHS



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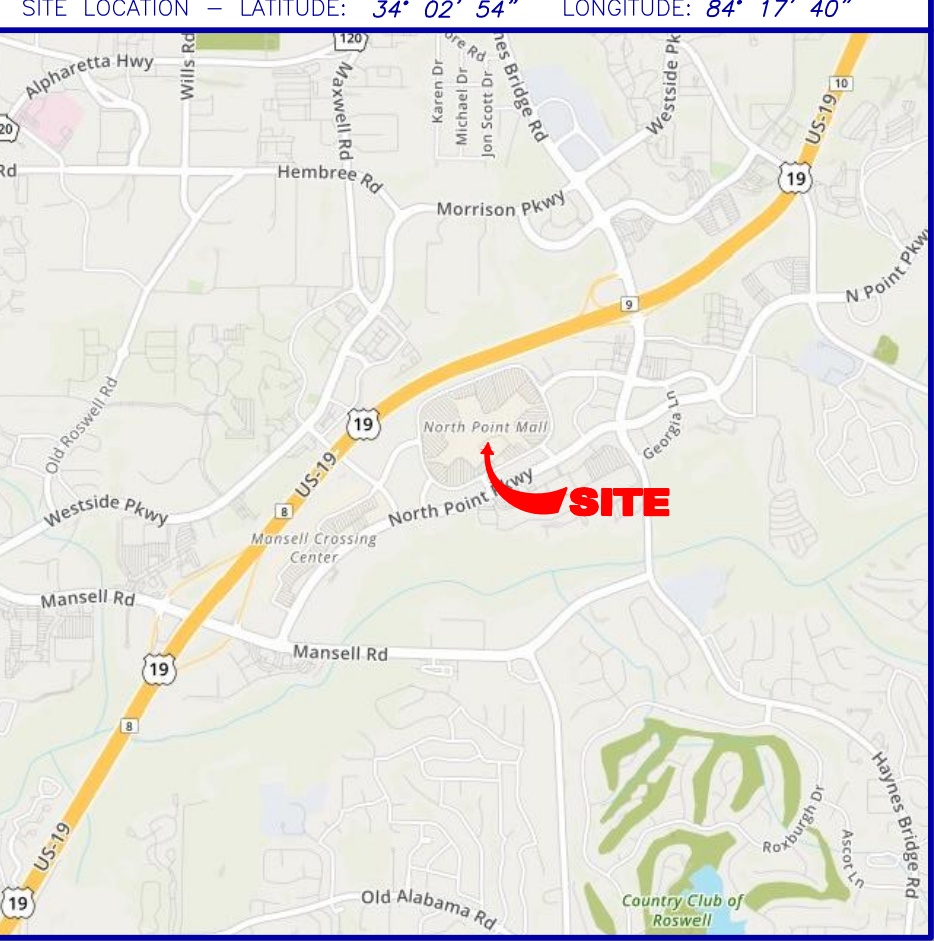


17



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VICINITY MAP



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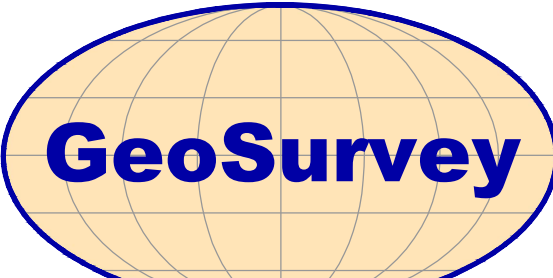
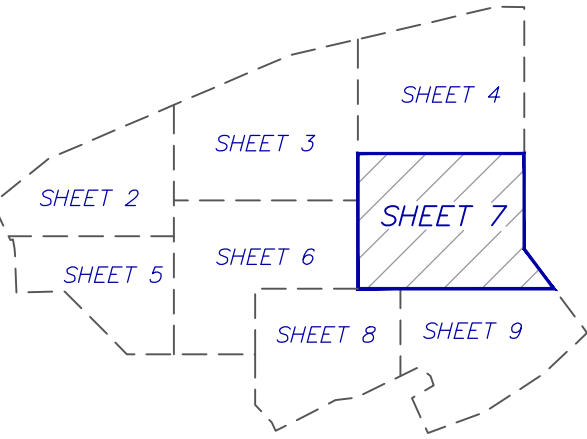
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SHEET 7 OF 9

SHEET INDEX



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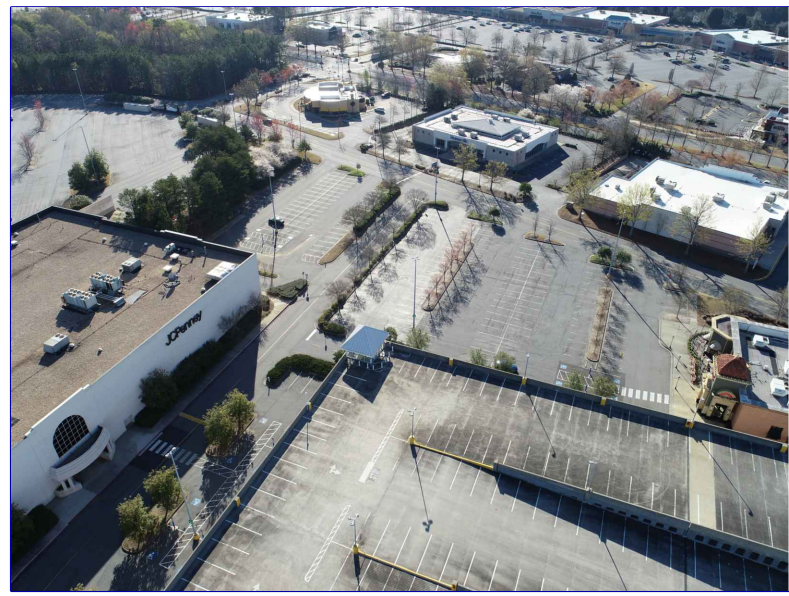
North Point Mall

FOR

GGP North Point, Inc.

GS JOB NO:	20124284	DRAWING SCALE:	1"= 40'	SURVEY DATE:	04-12-2019
FIELD WORK:	CB/EP	CITY:	ALPHARETTA	STATE:	GA
PROJ MGR:	JTN	COUNTY:	FULTON		
REVIEWED:	JRC	LAND LOT:	688,689,700,701,742,743,754,755		
DWG FILE:	20124284-6.dwg	DISTRICT:	1ST	SECTION:	2ND

SITE PHOTOGRAPHS



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N/F PROPERTY OF
DILLARDS
DEED BOOK 20648 / PAGE 200

N/F PROPERTY OF
GGP-NORTHPOINT, INC.
DEED BOOK 20437 / PAGE 287

N/F PROPERTY OF
NOBLE NET LEASE III, LLC
DEED BOOK 50319 / PAGE 232
"TOTAL WINE & MORE"

N/F PROPERTY OF
SUNTRUST BANK
DEED BOOK 44012 / PAGE 409
DEED BOOK 44012 / PAGE 412

CLOSURE STATEMENT

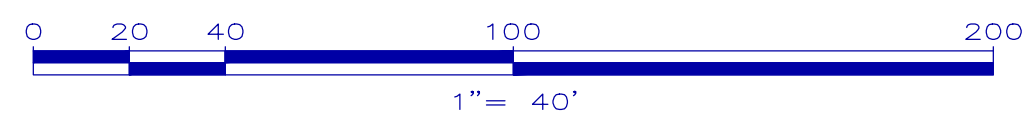
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IF YOU DIG



Know what's below.
Call before you dig.
Dial 811
Or Call 800-282-7411

GRAPHIC SCALE



LEGEND

STANDARD ABBREVIATIONS

AC AIR CONDITIONER
BH BORE HOLE
BSL BUILDING SETBACK LINE
CI CURB INLET
CMP CORRUGATED METAL PIPE
CMF CONCRETE MONUMENT FND
CO SANITARY CLEANOUT
CPED COMMUNICATION PEDESTAL
CTP CRIMPED TOP PIPE
DI DROP INLET
DIP DUCTILE IRON PIPE
DWCB DOUBLE WING CATCH BASIN
FNC FENCE
GM GAS METER
INV INVERT
JB JUNCTION BOX
MH MANHOLE
OCS OUTLET CONTROL STRUCTURE
OTP OPEN TOP PIPE
PM POWER METER
PKS PK NAIL SET
POB POINT OF BEGINNING
POC POINT OF COMMENCEMENT
RCP REINFORCED CONCRETE PIPE
RBR IRON REINFORCING BAR
RBS S/8"RBR SET CAPPED LSF 621
SS SANITARY SEWER
SWCB SINGLE WING CATCH BASIN
TRANS ELECTRIC TRANSFORMER

STANDARD SYMBOLS

LIMITED ACCESS
POWER POLE
GUY WIRE
POWER LINE
LIGHT POLE
ELECTRIC TRANSFORMER
WATER VAULT
GAS VALVE
GAS METER
WATER VALVE
WATER METER
FIRE HYDRANT
UNDERGROUND ELECTRIC LINE
UNDERGROUND GAS LINE
UNDERGROUND COMMUNICATION LINE
UNDERGROUND WATER LINE
PHOTO POSITION INDICATOR
REGULAR PARKING SPACE COUNT
HANDICAP PARKING SPACE
TREE POSITION INDICATOR
SIGN
CONCRETE

VICINITY MAP



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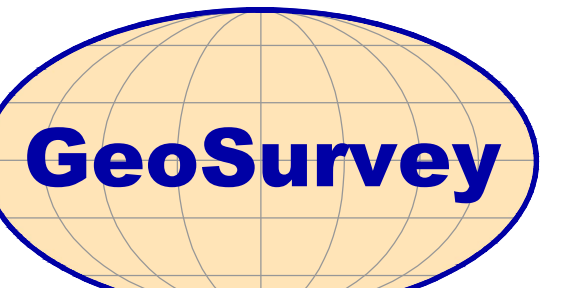
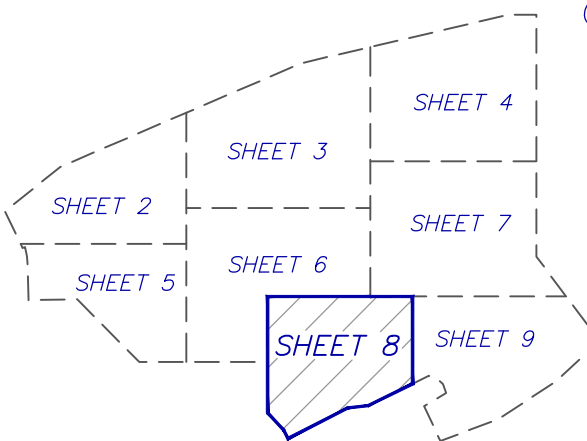
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OF 9

SHEET INDEX



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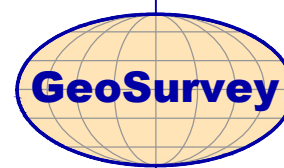
PARTIAL TOPOGRAPHIC SURVEY OF

North Point Mall

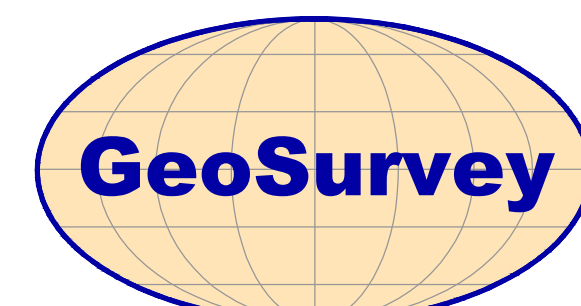
FOR

GGP North Point, Inc.

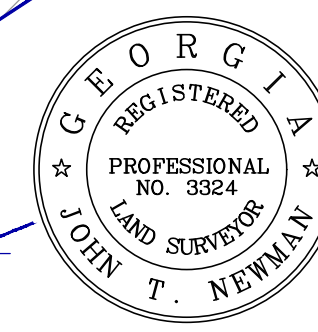
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FIELD WORK:	CB/EP	CITY:	ALPHARETTA	STATE:	GA
PROJ MGR:	JTN	COUNTY:	FULTON		
REVIEWED:	JRC	LAND LOT:	688,689,700,701 742,743,754,755		
DWG FILE:	20124284-6.dwg	DISTRICT:	1ST	SECTION:	2ND



5> BUILDING FOOTPRINT AREA CERTIFICATION FOR GGP NORTH POINT LAND L.
PREPARED BY GEOSURVEY, LTD., DATED DECEMBER 10, 2013
(JOB NO. 20124284-05).



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STANDARD ABBREVIATIONS	STANDARD SYMBOLS		
AC	AIR CONDITIONER		LIMITED ACCESS
CB	BORE HOLE		POWER POLE
BSL	BUILDING SETBACK LINE		GUY WIRE
CI	CURB INLET		LIGHT POLE
CMF	CORRUGATED METAL PIPE		ELECTRIC TRANSFORMER
CMF	CONCRETE MONUMENT FUND		WATER VAULT
CD	SANITARY CLEANOUT		GAS VALVE
CFPD	COMMUNICATION PEDESTAL		GAS METER
CIP	CRIMPED TOP PIPE		WATER VALVE
	DROP INLET		WATER METER
DIP	DUCTILE IRON PIPE		FIRE HYDRANT
DWCB	DOUBLE WING CATCH BASIN		UNDERGROUND ELECTRIC LINE
FNC	FENCE		UNDERGROUND GAS LINE
FND	FOUND		UNDERGROUND COMMUNICATION LINE
GM	GAS METER		UNDERGROUND WATER LINE
INV	INVERT		PHOTO POSITION INDICATOR
JB	JUNCTION BOX		REGULAR PARKING SPACE COUNT
MH	MANHOLE		HANDICAP PARKING SPACE
OCS	OUTLET CONTROL STRUCTURE		TREE POSITION INDICATOR
OTP	OUT TOP PIPE		SIGN
PT	POWER METER		CONCRET
PKS	PK NAIL SET		
POB	POINT OF BEGINNING		
POB	POINT OF COMMENCEMENT		
RCP	REINFORCED CONCRETE PIPE		
RBR	IRON REINFORCING BAR		
R/S	6/8" ROSTER SET CAPPED LSF 621		
SS	SANITARY SEWER		
SWCB	SINGLE WING CATCH BASIN		
TRANS	ELECTRIC TRANSFORMER		

FOR

GGP North Point, Inc.

GS JOB NO: 20124284		DRAWING SCALE: 1" = 40'		SURVEY DATE: 04-12-2019	
FIELD WORK: CB/EP		CITY: ALPHARETTA STATE: GA		REVISONS No. Date Description	
PROJ. MGR: JTN		COUNTY: FULTON		1. 6-10-13 Add essemets per surv. ref. 2	
REVIEWED: JRC		LAND LOT: 688 689, 700, 701 742, 743, 754, 755		2. 8-13-19 Add 6" trees along Northport Dr (sheets 4 & 7)	
DWG. FILE: 20124284-6.dwg		DISTRICT: 1ST SECTION: 2ND		3. 9-26-19 Add numbered trees per arborist	

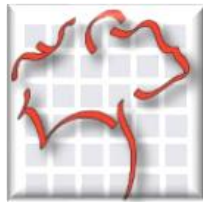
MODIFIED ARBORIST REPORT FOR:

Sears Frontage and Associated Parking areas - Northpoint Mall

Alpharetta, Georgia

Prepared for:

Kimley Horn
Visual Inspection only



Prepared by:

T.J. Schell, LLC
Landscape Architects
And Certified Arborists
2985 Gordy Parkway, Suite 422
Marietta, GA 30066
teresa@tjschell.com
Cell 770-361-2319

Teresa H. Eldredge, RLA, ISA
Certified Arborist
ISA SO-5442A

July 2, 2018

City of Alpharetta:

8" dbh Understory Trees
10" dbh Sourwood
20" dbh Southern Magnolia, Deodar Cedar, Arborvitae, Beech, Blackgum, Persimmon, Sassafras, or similar
24" dbh Overstory- all others not mentioned;
30" dbh Genus pine, sweetgum, and poplar

Boundary Tree – Per City of Alpharetta Tree Ordinance:

Any tree located on adjacent property with a critical root zone that will be impacted by proposed land disturbance activity.

Condition Criteria – Per City of Alpharetta Tree Ordinance: Per Arborist Report submitted with the approval of Director

The trees in this report consist mainly of existing parking lot trees planted anytime within the last 20-30 years. While some of the trees have sufficient root area (large sloped landscape area), most of the trees have limited root space in islands and/or long linear islands. In addition, many of the islands have excessive amounts of mulch. The existing crape myrtles and a variety of tree form hollies have been routinely pruned (topped and/or limbed up excessively), often contrary to ANSI standards and (in my opinion) should not be considered specimen. Most of the cherry trees have heavily girdled roots. The existing trees in poor condition are shown below.

1. **Maple – 8" DBH** – (Tree #11 on Plan) Radial dieback, stressed canopy and included bark at crotch. Poor Condition



2. **Maple – 8" DBH** – (Tree #37 on Plan) 95% Canopy dieback – tree is dying. Poor Condition



3. **Maple – 6” DBH** – (Tree #38 on Plan) +50% Canopy dieback shown in July – tree is in decline.
Poor Condition



4. **Maple – 7” DBH** – (Tree #41 on Plan) Main/Central leader dead – tree is in decline with sunscald on trunk - Poor Condition



5. **Maple – 7" DBH – (Tree #42 on Plan)** Cracked bark/sunscald in multiple areas along trunk – stressed canopy - Poor Condition



6. **Maple – 7" DBH – (Tree #48 on Plan)** Cracked bark/sunscald in multiple areas along trunk – stressed canopy - Poor Condition



7. **Maple – 7" DBH – (Tree #49 on Plan)** Cracked bark/sunscald in multiple areas along trunk – Main leader dead/dying - Poor Condition



8. **Maple – 7" DBH – (Tree #52 on Plan)** Cracked bark/sunscald over 50% of trunk -- Poor Condition



9. **Maple – 7" DBH** – (Tree #53 on Plan) Cracked bark/sunscald in multiple areas along trunk – Stressed Canopy - Poor Condition



10. **Maple – 7" DBH** – (Tree #54 on Plan) One main leader dead/ +2% - Remaining canopy stressed - Poor Condition



11. **Cherry – 8" DBH** – (Tree #101 on Plan) Trunk has pass through at +/-1' above grade with obvious structural defect - Poor Condition



12. **Maple – 9" DBH** – (Tree #162 on Plan) Cracked bark/sunscald over 50% of trunk — Poor Condition



13. **Maple – 9" DBH – (Tree #163 on Plan)** Cracked bark/sunscald and obvious decay on much of trunk -- Poor Condition



14. **Maple – 9" DBH – (Tree #164 on Plan)** Cracked bark/sunscald and main leader dead -- Poor Condition



15. **Maple – 10" DBH** – (Tree #171 on Plan) Cracked bark/sunscald over 50% of trunk — Poor Condition



16. **Maple – 9" DBH** – (Tree #172 on Plan) Cracked bark/sunscald and main leader dead — Poor Condition



17. **Maple – 9" DBH – (Tree #174 on Plan)** Cracked bark/sunscald and large wound at base — Poor Condition



18. **Maple – 9" DBH – (Tree #178 on Plan)** Cracked bark/sunscald & +50% canopy dieback - Poor Condition



19. **Maple – 9" DBH – (Tree #179 on Plan)** Cracked bark/sunscald and 50% canopy dieback - Poor Condition



20. **Maple – 9" DBH – (Tree #180 on Plan)** Cracked bark/sunscald – mulch is +/- 4' deep - Poor Condition



21. **Maple – 2" DBH – (Tree #183 on Plan) Dead/Dying - Poor Condition**



22. **Maple – 9" DBH – (Tree #186 on Plan) Cracked bark/sunscald and + 30% canopy dieback - Poor Condition**



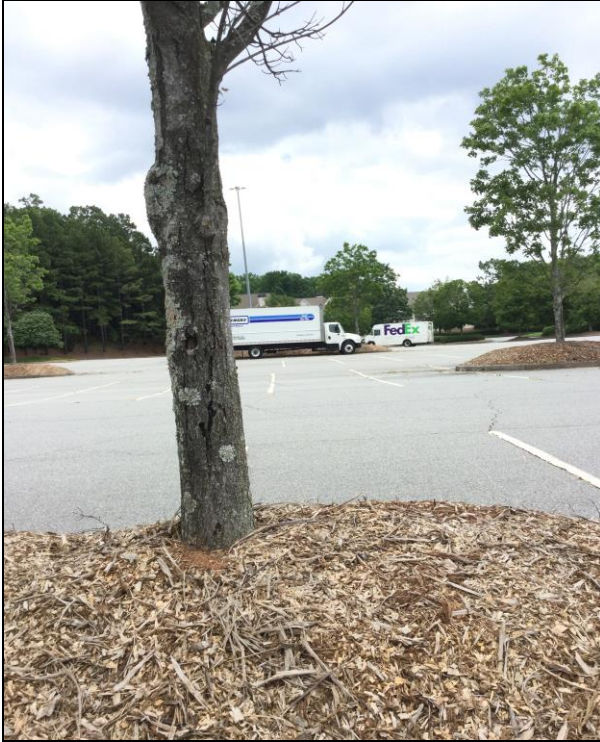
23. **Maple – 9" DBH** – (Tree #187 on Plan) Cracked bark/sunscald and 30% canopy dieback - Poor Condition



24. **Maple – 9" DBH** – (Tree #188 on Plan) Cracked bark/sunscald with dead main leader - Poor Condition



25. **Maple – 9" DBH** – (Tree #189 on Plan) Cracked bark/sunscald with +30% canopy dieback - Poor Condition



26. **Maple – 8" DBH** – (Tree #189 on Plan) Cracked bark/sunscald with +30% canopy dieback - Poor Condition



27. **Maple – 9" DBH – (Tree #190 on Plan)** Cracked bark/sunscald with +30% canopy dieback – all these islands have too much mulch - Poor Condition



28. **Maple – 9" DBH – (Tree #191 on Plan)** Cracked bark/sunscald with 25% radial dieback and canopy dieback/included bark - Poor Condition



29. **Maple – 10" DBH** – (Tree #209 on Plan) Cracked bark/sunscald with 25% radial dieback and canopy dieback/included bark - Poor Condition



30. **Maple – 9" DBH** – (Tree #210 on Plan) Cracked bark with large hollow area and +30% canopy dieback - Poor Condition



31. **Chinese Elm – 8" DBH – (Tree #212 on Plan) 30% canopy dieback - Poor Condition**



32. **Chinese Elm – 8" DBH – (Tree #214 on Plan) 40% canopy dieback - Poor Condition**



33. **Chinese Elm – 12” DBH – (Tree #217 on Plan) 30% canopy dieback - Poor Condition**



Methodology Meeting Packet (MMP) – DRAFT

Project Eco

DRI #3469

City of Alpharetta, Georgia

Methodology Meeting:

March 28, 2022 @ 10:00 AM

Applicant:

Trademark Property Company

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Project Eco DRI #3469

March 28, 2022 – 10:00 AM

[illegible]

Project Orientation

Permitting Local Government	City of Alpharetta
Additional Local Government(s) with development approval authority	N/A
DRI Trigger	Rezoning
DRI Trigger Application/Permit #	Application to be filed prior to April 4
Qualifying DRI Threshold Exceeded	600,000 SF for Mixed-Use in Regional Center/Regional Employment Corridor
Existing Zoning	PSC, MU
Proposed Zoning	MU

Project Information

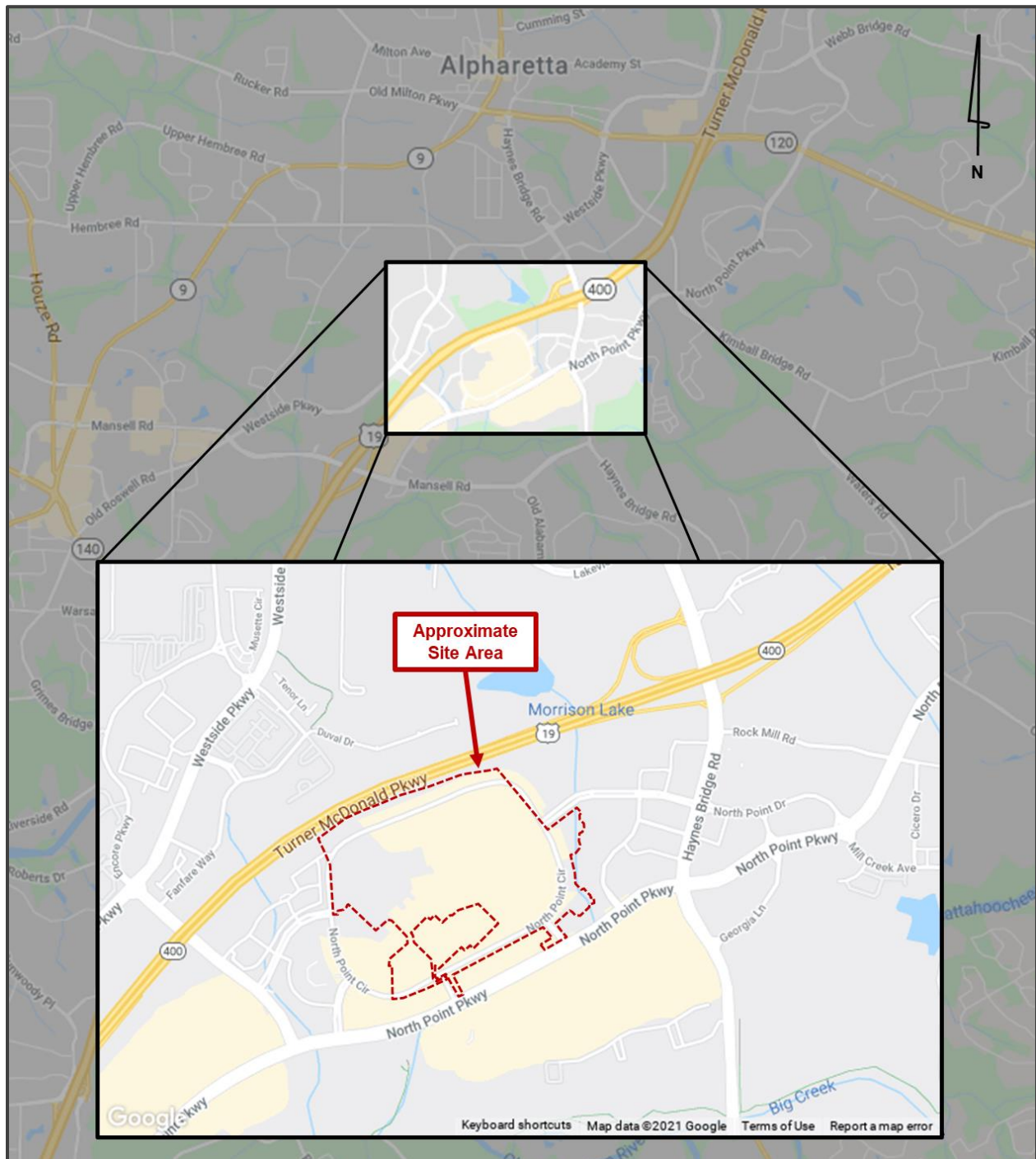
Land Use	Density
Townhomes	36 units
Multifamily Residential	900 units
Hotel	150 rooms
Office	120,000 SF
Retail	244,560 SF
Restaurant	71,140 SF

**512,000 SF of existing mall space (semi-vacant, 235,000 SF occupied) to be demolished*

Project Location

GPS Coordinates	34.050098, -84.291842
Location Description	6000 North Point Circle, Alpharetta, GA 30022
Site Acreage	Approximately 83.67 acres to be rezoned
Unified Growth Policy Map land use area designation	North Point Regional Center, Regional Employment Corridor
Neighboring Jurisdictions	None within 1 mile of the project site

Project Orientation Map



Project Driveways & Access Points

The proposed project will use the existing access points for North Point Mall.

Driveway Name	EX/PR	Along	Movements	Location
North Point Drive	Existing	Haynes Bridge Road	Full	Signal approx. 1,000' south of SR 400
Mall Access A	Existing	North Point Parkway	Full	Signal approx. 1,300' south of Haynes Bridge Road
Mall Access B	Existing	North Point Parkway	Full	Signal approx. 2,600' south of Haynes Bridge Road
Mall Access C	Existing	North Point Parkway	Full	Signal approx. 3,900' south of Haynes Bridge Road
North Point Center	Existing	Encore Parkway	Full	Signal approx. 1,000' south of SR 400

Project Build Out Year & Phase(s)

Build Out Year	2030
Phases	For purposes of DRI, project will be considered One Phase

Net Average Daily Trips (ADT) & Requested Review Schedule

Net Average Daily Trips (ADT)	10,516 (5,258 entering, 5,258 exiting)
Requested Review Schedule	GRTA – Non-Expedited ARC – Expedited Review (per North Point LCI)
Requested Transportation Study Type	Transportation Impact Study

Government Stakeholders

GRTA	MARTA
ARC	North Fulton CID
City of Alpharetta	GDOT

Applicant Stakeholders (Section 1.2.2)

Applicant	Weston Graves	Trademark Property Company
Applicant	Monica Luera	Trademark Property Company
Attorney	Carl Westmoreland	Morris, Manning, & Martin, LLP
Civil Engineer	Tyler Rosser	Kimley-Horn
Civil Engineer	Bob Vance	Kimley-Horn
Traffic Engineer	John Walker	Kimley-Horn
Traffic Engineer	Harrison Forder	Kimley-Horn

Applicant Email & Mailing Address

Weston Graves
VP of Design & Construction, Trademark Property Company
wgraves@trademarkproperty.com
1701 River Run, Suite 500
Fort Worth, TX 76107

Planning Context

Programmed Projects

Project Name	From / To Points:	Sponsor	GDOT PI #	ARC ID # (TIP)	Design FY	ROW / UTL FY	CST FY
Alpha Loop	Lakeview Parkway to North Point Parkway	City of Alpharetta	N/A	N/A	Ongoing	Ongoing	Ongoing
North Point Parkway Streetscape	Mansell Road to Haynes Bridge Road	City of Alpharetta	0017814	FN-179	2021	2023	2025
SR 400 Express Lanes	North Springs MARTA to Mcfarland Parkway	GDOT	0001757	AR-ML-300	2005	2019	2021

*Project information was obtained from GeoPI (GDOT), the Atlanta Region's Plan (ARC), and North Fulton CID

Programmed Project Attached Design Documents

None Attached

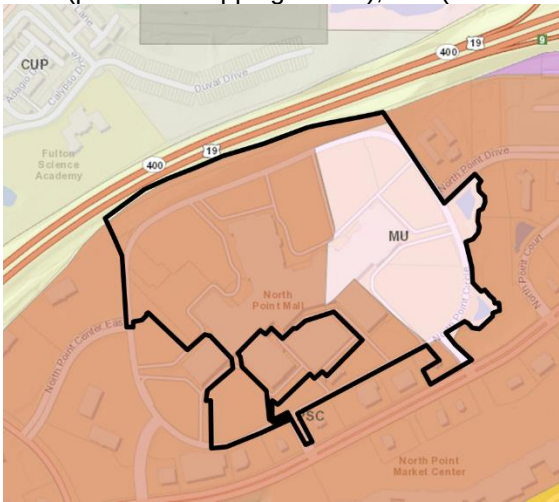
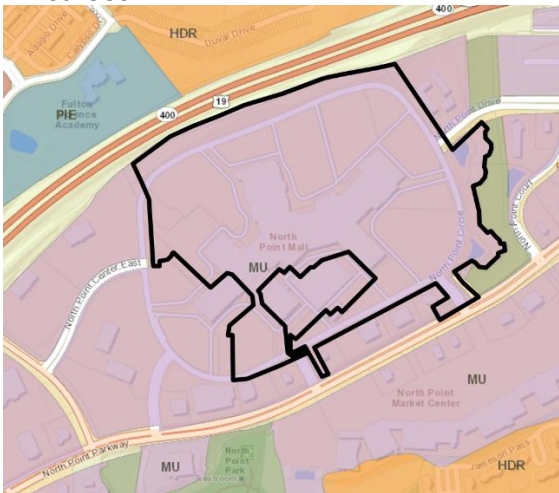
Transportation Project Interaction with DRI

- The Alpha Loop will be built along the western side of the site and across SR 400 to connect to the Big Creek Greenway.
- The SR 400 Express Lanes project includes the potential for a MARTA Bus Rapid Transit (BRT) Station along SR 400. The BRT station will have a pedestrian connection into the site near the proposed office building.

Planned Projects

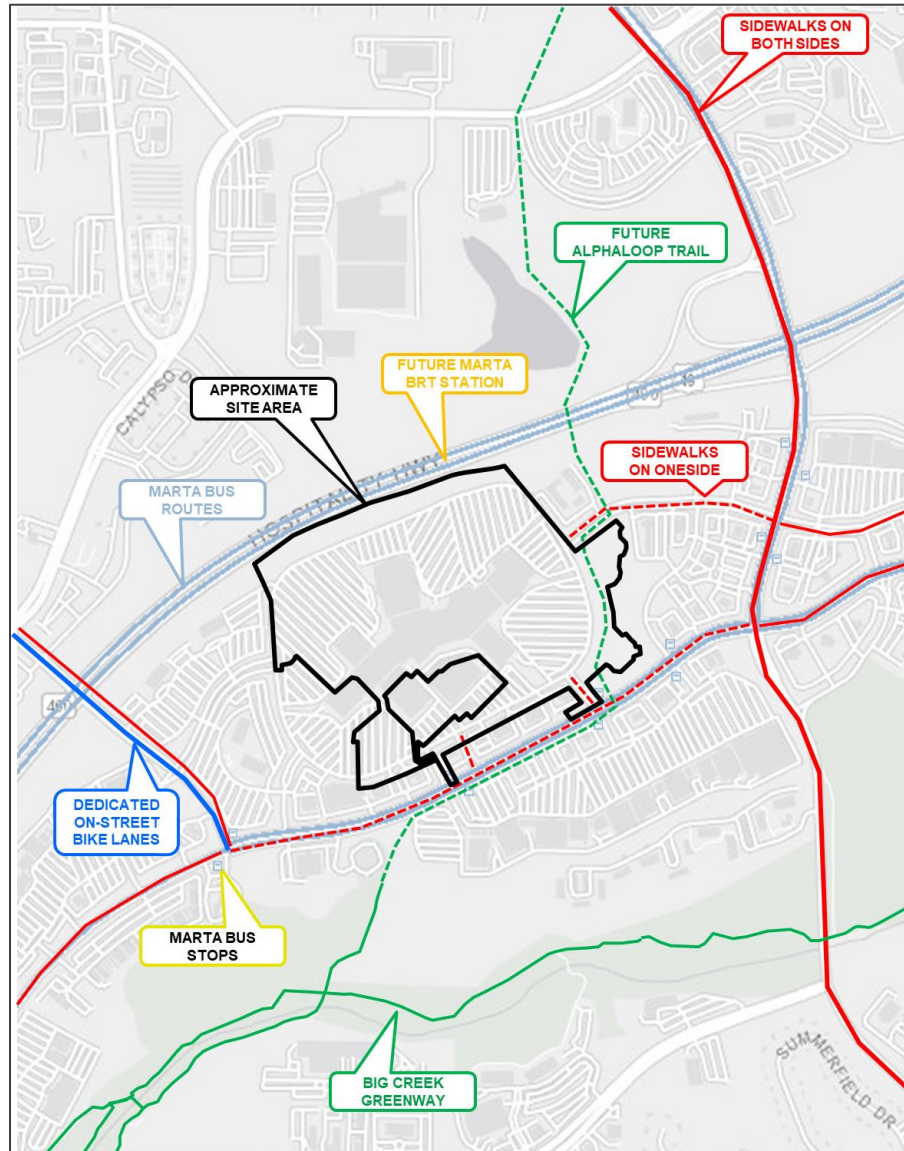
Project Name	From / To Points:	Potential Sponsor	Project ID #	Project Timeline	Planning Document
GA 400 High Capacity Premium Transit	North Springs MARTA to Windward Parkway	MARTA	AR-470	2050	ARC Fact Sheet

Land Use and Zoning

Existing Zoning	PSC (planned shopping center), MU (mixed-use) 
Future Land Use Map	Mixed-Use 
Land Use Vision & Goals:	The site is located within an area that has been included in the North Point LCI by the City of Alpharetta. The vision for the area including and surrounding the project site has identified the need to redevelop expansive surface parking lots with mixed-use development, and construct useable green space adjacent to the mall.
Relation to Existing Land Use Plans:	The proposed Project Eco development is consistent with the plans listed above by redeveloping surface parking into mixed-use development, providing direct connections to the proposed Alpha Loop, and establishing a north-south and east-west street grid on the end of the mall property.
Chattahoochee River/ Metropolitan River Protection Act	N/A

Alternative Mode Access

Existing Alternative Transportation Map



Bicycle and Pedestrian Context

Description of Existing Infrastructure

Bicycle	On-street bicycle facilities are provided along Encore Parkway. The Big Creek Greenway is located 1/3 mile from the project site.
Pedestrian	Sidewalks are provided along both sides of Haynes Bridge Road and along one side of North Point Parkway in the vicinity of the site.

Sidewalk & Streetscape Ordinance Standards

[North Point Overlay District Code](#)

- Sidewalk widths: 10' minimum
- Street furniture and tree planting zone: 10' minimum
- Tree planting requirements: 40' on center maximum (center with streetlights)
- Street lighting requirements: 80' on center maximum (center between trees)

Sidewalks and streetscapes will be designed in accordance with City of Alpharetta standards and will be coordinated with the City during the permitting process.

Potential Pedestrian & Bicycle Destinations

Recreation	AlphaLoop, Big Creek Greenway, Cogburn Road Park
Institutional	Alpharetta High School, Northside Alpharetta Medical Campus, Alpharetta City Hall
Commercial/Retail	Shops at NorthPoint, Avalon
Entertainment	AmerisBank Amphitheatre, TopGolf

Transit Accommodations

Existing Transit Routes

Route #	Service Locations
140	Local service to North Springs MARTA rail station
141	Local service to North Springs MARTA rail station and Downtown Alpharetta

Existing High Capacity Transit Stations

Station	Access via
North Springs MARTA Station	Red Line, MARTA Route 40 & 41 (11.1 miles from site)
Proposed North Point BRT Station	Pedestrian Bridge to the station, located in the median of SR 400.

Existing Transit Service Details

Route	Operating Days	Span	Peak Headway
140	MON-FRI	6:00 AM – 11:20 PM	30 min
	SAT	6:55 AM – 11:20 PM	40 min
	SUN	6:55 AM – 11:20 PM	40 min
141	MON-FRI	5:45 AM – 12:20 AM	30 min
	SAT	5:55 AM – 12:20 AM	40 min
	SUN	5:55 AM – 12:20 PM	40 min

Proposed Pedestrian Route to Access Transit

- MARTA bus stops are located at each signal around the perimeter of the Mall. A shelter is provided at the intersection of North Point Parkway at North Point Circle.
- Facilities (including elevators/escalators/stairs) will be provided from the site to the proposed MARTA Bus Rapid Transit in the median of SR 400, when constructed.

Transit Stop Ridership

Existing	See Attachment C .
Proposed	+ 200 boardings/200 alightings daily (50% of daily alt mode reduction)

Transit Stop Amenity Standards

- MARTA Bus Stop Sign – all bus stops are marked with a sign, contact for customer service and bus schedule information (MARTA Service Standards FY 2020, p. 30).
- Bench and Shelter Installation – riders can provide input for the placement of shelters, which must consider the following factors for urban, suburban, and rural areas: ridership, span of service, trip frequency, proximity to other shelters, Title VI compliance, local land use. Additionally, installation shall be considered based on the following constraints: site must accommodate a concrete pad and set back 10 feet from roadway, be ADA compliant and wheelchair accessible, not be next to a guardrail, barrier, or fire hydrant, not block vehicular traffic, and comply with all other local jurisdictional requirements including ordinances and design guidelines. Additionally, MARTA (MARTA Service Standards FY 2020, p. 30).
 - Note: FY 2019 noted specific ridership requirements of at least 15 boardings per day for a bench, and at least 25 boardings per day for a shelter.

Trip Generation & Adjustments

Trip Generation Inputs

- ITE Trip Generation Manual Used
- ITE Land Use Code(s)
- ITE Independent Variable Inputs for each Land Use Code
- Day & Time of Day of ITE Surveys
- ITE Trip Generation Formula Used

LUC	Land Use	Ind. Variable	DAILY	AM	PM
			Weekday	Weekday, Peak of Adj. Street Traffic	
				7AM-9AM	4PM-6PM
220	Multi-Family Housing (Low-Rise)	Per 1 Unit	$7.56X - 40.86$ 50% In/50% Out	$0.95\ln(X) - 0.51$ 23% In/77% Out	$0.89\ln(X) - 0.02$ 63% In/37% Out
221	Multi-Family Housing (Mid-Rise)	Per 1 Unit	$5.45X - 1.75$ 50% In/50% Out	$0.98\ln(X) - 0.98$ 26% In/74% Out	$0.96\ln(X) - 0.63$ 61% In/39% Out
310	Hotel	Per 1 Room	$11.29X - 426.97$ 50% In/50% Out	$0.5X - 5.34$ 59% In/41% Out	$0.75X - 26.02$ 51% In/49% Out
710	General Office Building	Per 1,000 SF	$0.97\ln(X) + 2.5$ 50% In/50% Out	$0.94X + 26.49$ 86% In/14% Out	$0.95\ln(X) + 0.36$ 16% In/84% Out
820	Shopping Center	Per 1,000 SF	$37.75X$ 50% In/50% Out	$0.94X$ 62% In/38% Out	$3.81X$ 48% In/52% Out
932	High-Turnover (Sit-Down) Restaurant	Per 1,000 SF	$112.18X$ 50% In/50% Out	$9.94X$ 55% In/45% Out	$9.77X$ 62% In/38% Out

*All rates and equations listed are from the ITE Trip Generation Manual, 10th Edition, 2017

Trip Generation Calculation Alternative Approaches

- N/A

Trip Generation Summary Table

	Daily	AM	PM
Gross Trips	24,880	1,459	2,237
235,000 SF retail Trips (to be removed)	-8,872	-221	-895
Mixed-Use	-2,164	-280	-578
Alt. Mode	-690	-48	-39
Pass-by	-2,638	-0	-130
Net Trips	10,516	910	595

See **Attachment A** for a full trip generation table shown by land use and peak.

Trip Generation Reductions

Existing Square Footage to be demolished/redeveloped

- Retail – 235,000 SF of existing, occupied retail space to be demolished. An additional 277,000 SF of vacant mall space will be demolished (total 512,000 SF).

Alternative Mode Reduction

Contributing Factors

Summary of Existing and Proposed Bicycle / Pedestrian / Transit

Pedestrian facilities will be provided along the site frontage. Additionally, pedestrian facilities will be provided through the development, providing connections between each land use and between the mall and the greater pedestrian network. A connection will be made to the proposed Alphaloop trail on the eastern edge of the site (near the townhomes). The site will provide a connection to the proposed North Point MARTA BRT station, if constructed.

Parking Requirements & Proposed Amount

Land Use	Min (20% reduction allowed in North Point Overlay District)	Max
Office	576 1 per 250 SF	N/A
Restaurant	570 1 per 100 SF	N/A
Retail	783 1 per 250 SF	N/A
Hotel	126 1 per room, plus 1 per 20 rooms	N/A
Multi-family Residential	1,116 1.15 per unit	N/A
Townhomes/Cottages	72 1 per bedroom	N/A
Remaining Mall Area	1,831 1 per 285 SF	
Total	5,074 spaces	N/A

A total of 6,188 parking spaces are proposed for the site, located in a combination of existing surface lots (3,123 spaces), an existing parking deck (1,175 spaces), proposed parking decks (1,200 spaces), surface parking (170 spaces), townhome restricted spaces (120 spaces), and on-street parking (100 spaces). Per code, the required number of parking spaces may be reduced by 25% if shared parking is utilized. See site plan (last page) for parking details. Parking numbers are subject to change during site design.

Alternative Parking Provided (I.e. car share, vanpool, etc. If applicable)

- Dedicated parking for bicycles, vanpool, carpool and carshare
 - 2 bicycle spaces per residential unit and 1 bicycle space per 25 vehicle spaces minimum, per [City code](#)
- Dedicated parking for alternative charging vehicles
- Dedicated loading/unloading spaces

Alternative parking will be designed in accordance with City of Alpharetta standards and will be coordinated with the City during the permitting process. Other alternative parking options will be considered as design advances.

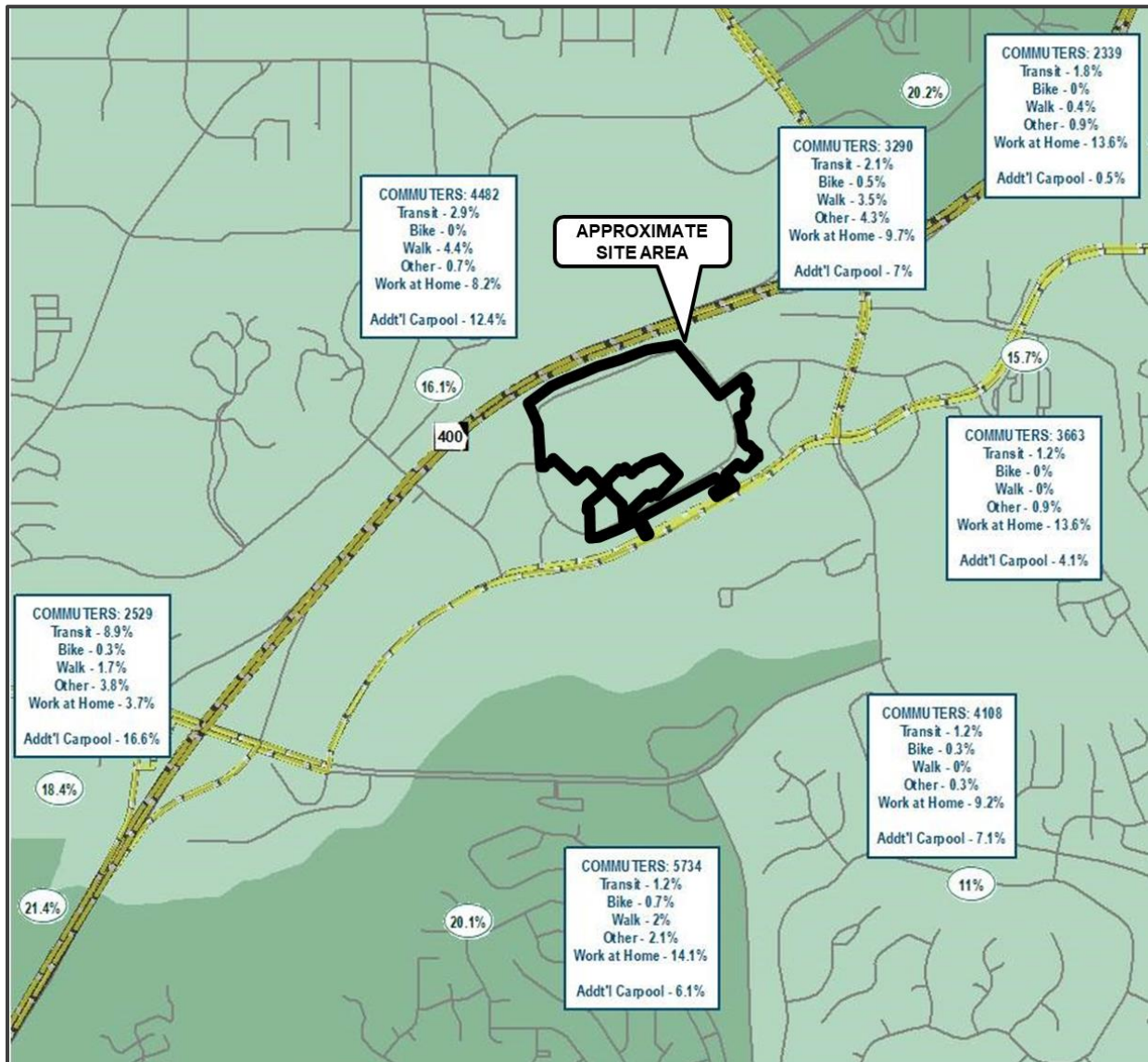
Affordable Housing

- Affordable Housing is not currently contemplated for the proposed residential development.

Transportation Demand Management

- Dedicated parking for bicycles, vanpool, carpool and carshare
 - Required by code – Bike code per city (minimum 447)
- Enhanced pedestrian environments including street trees and furniture zones
 - Streetscaping by code, per North Point Overlay District
- An established, verified employer program(s) encouraging employees to take transit, telework or work flexible schedules
 - Point in the North Point Overlay EcoDistrict credit
- Company fleet vehicles for staff to use who do not drive alone to work
 - N/A (possible)
- Showers and changing facilities for employees walking or bicycling to work
 - Yes – as required by code for >50,000 SF – 2/50,000 SF, max of 4
- Shuttle service and associated transit amenities such as transit shelters, benches, etc.
 - Provide a connection through the development to the proposed MARTA BRT station.
- Real-time transit arrival and departure information available to employees and visitors
 - N/A

Supplemental Commuter Data



*American Community Survey Census Commute to Work

Proposed Reduction Percentage:

- 5%

Proposed Reduction Justification Explanation

- Proximity to existing bus service and proposed BRT service
- Direct connection to the AlphaLoop trail system
- Consistent with community trend shown in ACS Commute to Work data
- Site will have an emphasis on TDM to reduce the number of single vehicle trips.

Internal Capture / Mixed Use Reduction

- AM and PM peak hour internal capture reductions were calculated based on methodologies provided in the *ITE Trip Generation Handbook*, 3rd Edition, August 2014.
- Daily internal capture reductions were calculated based on methodologies provided in the *ITE Trip Generation Handbook*, 2nd Edition, June 2004 (daily not provided in 3rd Edition).
- See **Attachment A** for more detail on the internal capture reduction calculations.

Pass-by Trips Reduction

Proposed Pass-by Trips Table:

Pass-by reductions included based on the *ITE Trip Generation Manual Handbook*, 3rd Edition.

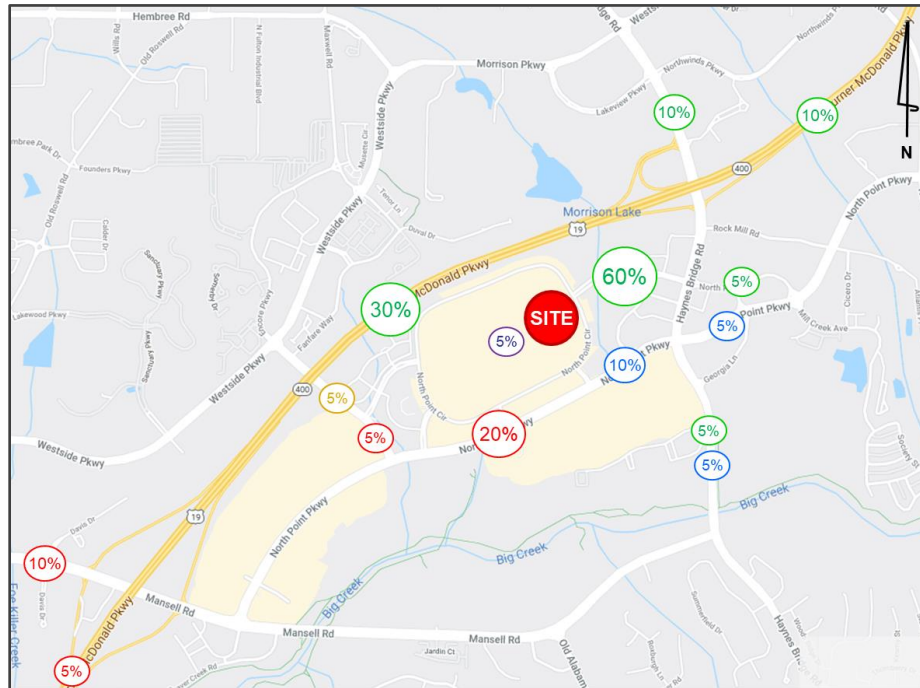
Land Use	Square Feet	Estimated # Pass-by Trips	Pass-by Access Roadway	15% of Daily Volume
Retail	244,560 SF*	1,260 (204 entering/204 exiting)	North Point Parkway/Haynes Bridge Road	3,450 23,000 AADT GDOT STA 121-0823
Restaurant	71,140 SF*	1,376 (769 entering/769 exiting)	North Point Parkway/Haynes Bridge Road	3,450 23,000 AADT GDOT STA 121-0823
Total	315,700 SF*	2,636 (1,318 entering/1,318 exiting)	North Point Parkway/Haynes Bridge Road	3,450 23,000 AADT GDOT STA 121-0823

*For the pass-by trip calculation retail and restaurant raw trip generation counts were reduced by the existing retail on-site being demolished.

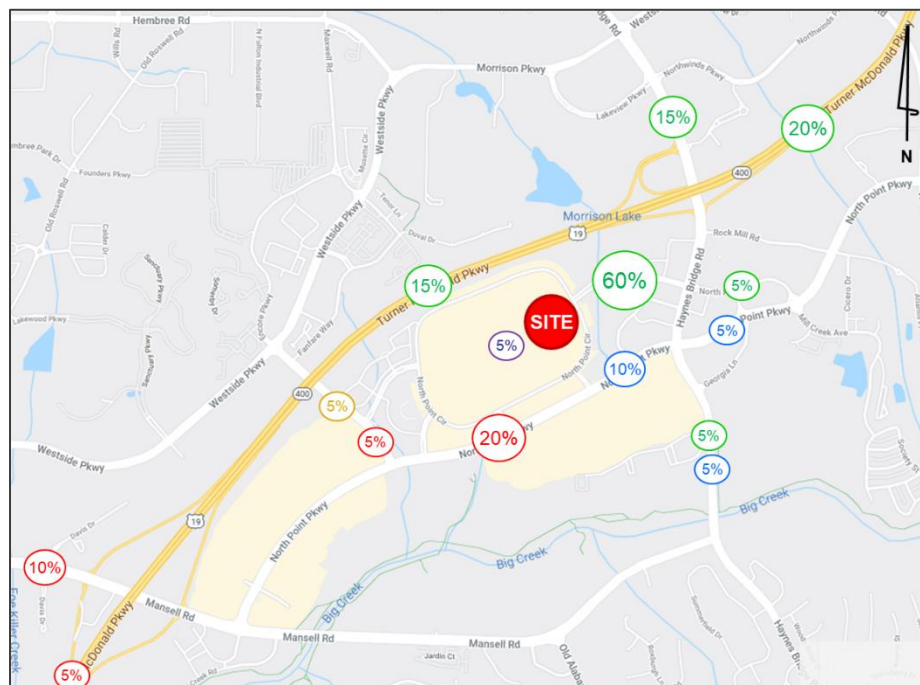
Trip Assignment & Study Network

Description of Trip Assignment Methodology

Residential Trip Assignment Map



Non-Residential Trip Assignment Map

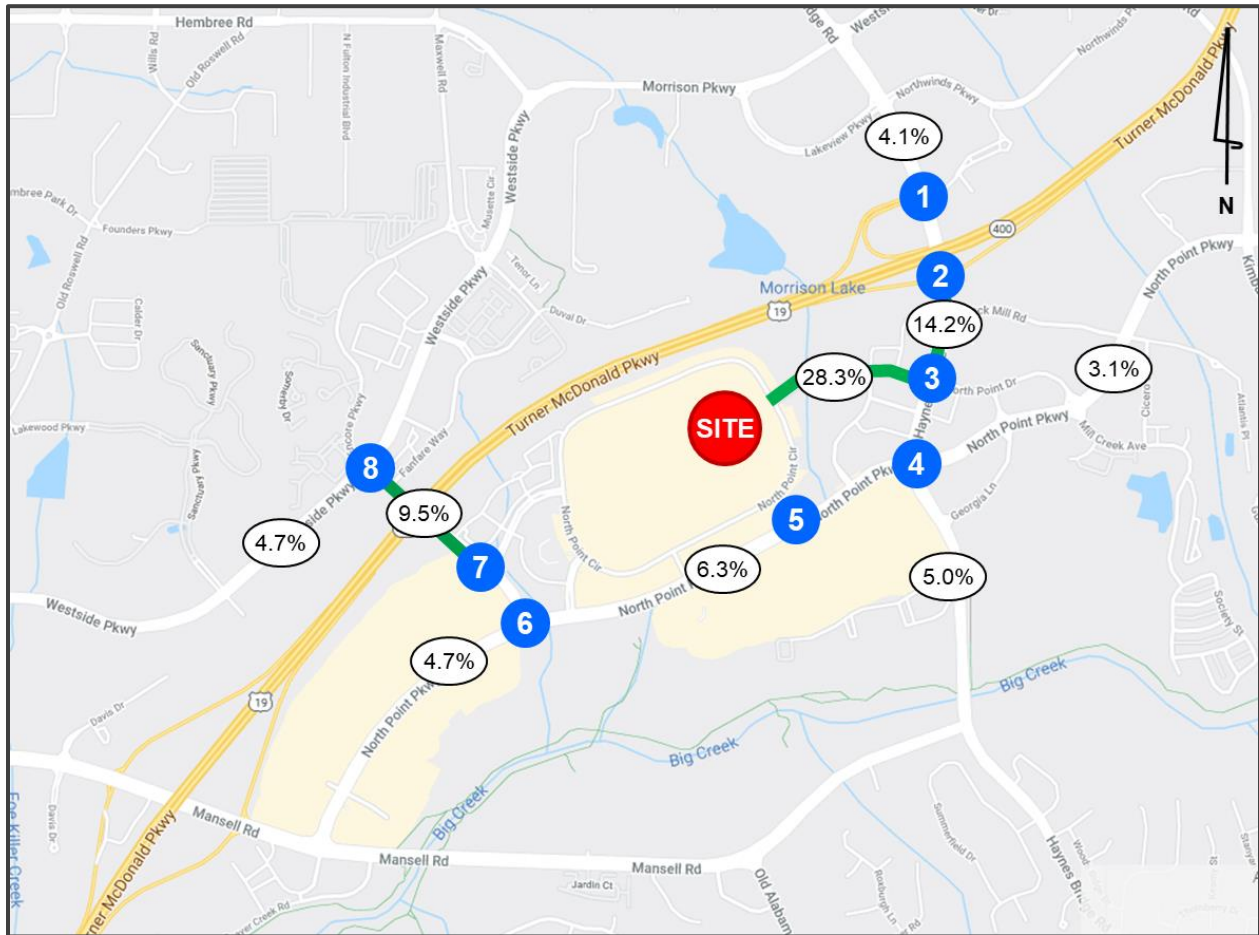


Draft Study Network

Study Network 7% Table

Roadway	From	To	Lanes	Class	Service Vol	Adj. Vol	%
Haynes Bridge Road	Morrison Parkway	SR 400	6	Mnr Art	51,000	51,000	4.1%
Haynes Bridge Road	SR 400	North Point Drive	7	Mnr Art	56,300	56,300	14.2%
Haynes Bridge Road	North Point Drive	North Point Parkway	6	Mnr Art	51,000	51,000	1.6%
Haynes Bridge Road	North Point Parkway	Mansell Road	4	Mnr Art	33,900	32,205	5.0%
North Point Parkway	Mansell Road	Encore Parkway	6	Maj Coll	51,000	51,000	4.7%
North Point Parkway	Encore Parkway	North Point Mall	6	Maj Coll	51,000	51,000	6.3%
North Point Parkway	North Point Mall	Haynes Bridge Road	6	Maj Coll	51,000	51,000	3.1%
North Point Parkway	Haynes Bridge Road	North Point Drive	6	Maj Coll	51,000	51,000	1.6%
North Point Parkway	North Point Drive	Kimball Bridge Road	6	Maj Coll	51,000	51,000	3.1%
Encore Parkway	North Point Parkway	North Point Center	2	Local	16,000	16,800	4.8%
Encore Parkway	North Point Center	Westside Parkway	2	Local	16,000	16,800	9.5%
North Point Drive	Mall Ring Road	Haynes Bridge Road	4	Local	33,900	33,900	28.3%
North Point Drive	Haynes Bridge Road	North Point Parkway	4	Local	33,900	33,900	2.4%
Westside Parkway	Encore Parkway	Mansell Road	4	Mnr Art	33,900	33,900	4.7%

Study Network Map



Roadway	Ownership
Haynes Bridge Road	City of Alpharetta
North Point Parkway	City of Alpharetta
North Point Drive	City of Alpharetta
Encore Parkway	City of Alpharetta
SR 400 Ramps	GDOT

Intersection	Existing Control
1. Haynes Bridge Road at SR 400 SB Ramps	Signalized
2. Haynes Bridge Road at SR 400 NB Ramps	Signalized
3. Haynes Bridge Road at North Point Drive	Signalized
4. Haynes Bridge Road at North Point Parkway	Signalized
5. North Point Parkway at Mall Access A	Signalized
6. North Point Parkway at Encore Parkway	Signalized
7. Encore Parkway at North Point Center	Signalized
8. Westside Parkway at Encore Parkway	Signalized

Proposed Study Network Additions or Deletions

- TBD at Methodology Meeting

Level of Service Standard(s)

- The site is located in the North Point Regional Center. The overall LOS standard is LOS E for all proposed study intersections.

Adjustments for Unified Growth Policy Map or ½ mi. of High Capacity Transit Station

- N/A

Scenario Modeling

Background Growth

Proposed Background Growth Rate

- Assume 1.0% per year for twelve (12) years (from 2018-2030)

Historic Traffic Count Growth Data

- See **Attachment B**.

Nearby Developments or DRIs Underway

- North Point Drive Residential Development – Providence Group – 159 residential units

Note: The actual schedule of this project is undetermined.

Multiple Growth Rate Accommodations

- None Proposed

Programmed Transportation Project Modeling

- N/A

Pedestrian Crosswalk Adjustment Factor

- N/A – Existing City of Alpharetta signal timings typically include pedestrian phasing, to be confirmed during study.

Vehicle Delay Factor for Transit Vehicles and/or Other Curbside Usage

- N/A – Majority of curbside activity will occur internal to the site

Enhanced Focus Area for Dense Urban Environments – N/A – not located within the Buckhead CID, Midtown Alliance, or Atlanta Downton Improvement District

Proposed Curbside Management Approach

Proposed Modeling Adjustments

Enhanced Focus Area for Heavy Vehicles – N/A – limited heavy vehicles anticipated

Proposed Truck Routing

Heavy Vehicle Modeling Percentage

Site Access Analysis for Pavement Condition, Roadway Width and Corner Radii

Proposed Pedestrian Infrastructure

Draft Schedule

Proposed Traffic Count Approach

Traffic Count Collection Date(s)

- If new counts are required, will be collected during the week of March 28 or April 11

Local School Schedule(s)

- Fulton County Schools –
 - Spring Break – Apr 4-8

Historical Counts

- Haynes Bridge Road at SR 400 SB Ramps (May 10, 2018)
- Haynes Bridge Road at SR 400 NB Ramps (May 10, 2018)
- Haynes Bridge Road at North Point Drive (May 10, 2018)
- Haynes Bridge Road at North Point Parkway (May 10, 2018)
- North Point Drive at Mall Ring Road (May 10, 2018)
- North Point Parkway at North Point Mall Access A (north) (May 10, 2018)
- North Point Parkway at North Point Mall Access B (middle) (May 10, 2018)
- North Point Parkway at North Point Mall Access C (south) (May 10, 2018)
- North Point Parkway at Encore Parkway (May 10, 2018)
- Mansell Road at North Point Parkway (May 10, 2018)
- Encore Parkway at North Point Center (May 10, 2018)
- Encore Parkway at Westside Parkway (May 10, 2018)

COVID-19 Approach

- Traffic volumes in the North Point area are still depressed due to COVID-19. Propose using historic data from May 2018 and growing volumes at 1.0% per year for four (4) years to develop Estimated 2022 volumes, then 1% per year for eight (8) years to 2030 volumes.

Draft Transportation Study Submittal Date

- Full DRI Package (Transportation Analysis and Site Plan) is submitted to GRTA and ARC for review – May 16 (assuming historic counts can be used)

Anticipated ARC & GRTA Review Schedule (Section 4.2)

- ARC opens their review (Preliminary Report) – May 19
- GRTA issues “Certificate of Completeness” – May 25
- ARC issues “Final Findings” – May 31
- GRTA issues “Staff Recommendations” – June 9
- Meeting/Conference Call to discuss the GRTA proposed conditions – Week of June 13
- GRTA issues the “Notice of Decision” (NOD) – June 21

**assumes a 15-calendar day review with ARC and a 25-business day review with GRTA*

DCA DRI ‘Initial Form’ & ‘Additional Form’ Submittal Date(s)

- DRI Form 1 Submitted – September 17
- DRI Form 2 to be Submitted – On or Before May 9

Key Permitting Local Government Review Board Date(s)

- Zoning Application submitted to the City of Alpharetta on March 1
- CZIM Meeting – April 13, May 11, June 8
- Planning Commission Hearing – May 5, June 2, July 7
- City Council Vote – May 23, June 27, July 25

Attachment A: Trip Generation

Trip Generation Analysis (10th Ed. with <i>2nd Edition Handbook Daily IC & 3rd Edition AM/PMIC</i>)								
Project Eco DRI #3469 City of Alpharetta, GA								
Land Use	Intensity	Daily Trips	AM Peak Hour			PM Peak Hour		
			Total	In	Out	Total	In	Out
Proposed Site Traffic								
220 Multi-Family Housing (Low-Rise)	36 d.u.	232	18	4	14	24	15	9
221 Multi-Family Housing (Mid-Rise)	900 d.u.	4,904	295	77	218	365	223	142
310 Hotel	150 rooms	1,266	70	41	29	86	44	42
710 General Office Building	120,000 s.f.	1,266	139	120	19	135	22	113
720 Medical-Dental Office Building	0 s.f.	0	0	0	0	0	0	0
820 Shopping Center	244,560 s.f. gross leasable area	9,232	230	143	87	932	447	485
820 Shopping Center (Existing to be demolished)	-235,000 s.f. gross leasable area	-8,872	-221	-137	-84	-895	-430	-465
932 High-Turnover (Sit-Down) Restaurant	71,140 s.f.	7,980	707	389	318	695	431	264
Gross Trips (new development)		24,880	1,459	774	685	2,237	1,182	1,055
Gross Trips (reduced by demolished mall area)		16,008	1,238	637	601	1,342	752	590
Residential Trips		5,136	313	81	232	389	238	151
Mixed-Use Reductions		-680	-49	-6	-43	-130	-66	-64
Alternative Mode Reductions		-222	-13	-4	-9	-13	-9	-4
Adjusted Residential Trips		4,234	251	71	180	246	163	83
Hotel Trips		1,266	70	41	29	86	44	42
Mixed-Use Reductions		-168	-13	-2	-11	-36	-21	-15
Alternative Mode Reductions		-54	-3	-2	-1	-3	-2	-1
Adjusted Hotel Trips		1,044	54	37	17	47	21	26
Office Trips		1,266	139	120	19	135	22	113
Mixed-Use Reductions		-248	-47	-30	-17	-38	-13	-25
Alternative Mode Reductions		-50	-5	-5	0	-5	-1	-4
Adjusted Office Trips		968	87	85	2	92	8	84
Retail Trips		4,474	384	212	172	393	240	152
Mixed-Use Reductions		-572	-57	-28	-29	-196	-102	-94
Alternative Mode Reductions		-196	-16	-9	-7	-10	-7	-3
Pass By Reductions (Based on ITE Rates)		-1,260	0	0	0	-64	-32	-32
Adjusted Retail Trips		2,446	311	175	136	123	99	23
Restaurant Trips		3,866	332	183	149	339	208	132
Mixed-Use Reductions		-496	-114	-74	-40	-178	-87	-91
Alternative Mode Reductions		-168	-11	-5	-6	-8	-6	-2
Pass By Reductions (Based on ITE Rates)		-1,376	0	0	0	-66	-33	-33
Adjusted Restaurant Trips		1,826	207	104	103	87	82	6
Mixed-Use Reductions - TOTAL		-2,164	-280	-140	-140	-578	-289	-289
Alternative Mode Reductions - TOTAL		-690	-48	-25	-23	-39	-25	-14
Pass-By Reductions - TOTAL		-2,636	0	0	0	-130	-65	-65
Existing Development Trips								
New Trips		10,518	910	472	438	595	373	222
Driveway Volumes		13,154	910	472	438	725	438	287
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Attachment B: Growth Calculations

Project Eco DRI #3469								
Growth Rate Table								
Source: GDOT			Source: GDOT			Source: GDOT		
Location: Haynes Bridge Road			Location: SR 400			Location: Westside Parkway		
s/o North Point Parkway			s/o Haynes Bridge Road			n/o Encore Parkway		
Route #: 00133401			Route #: 00000019			Route #: 00368701		
Route Type: Minor Arterial			Route Type: Freeway			Route Type: Minor Arterial		
Station: 121-0823			Station: 121-0458			Station: 121-0938		
Capacity:			Capacity:			Capacity:		
Count Year	Volume	Growth Rate	Count Year	Volume	Growth Rate	Count Year	Volume	Growth Rate
2014	18,300		2014	142,000		2014	12,200	
2015	19,700	7.65%	2015	148,000	4.23%	2015	13,100	7.38%
2016	20,300	3.05%	2016	155,000	4.73%	2016	13,500	3.05%
2017	21,500	5.91%	2017	162,000	4.52%	2017	13,900	2.96%
2018	22,800	6.05%	2018	157,000	-3.09%	2018	13,900	0.00%
2019	23,000	0.88%	2019	157,000	0.00%	2019	14,000	0.72%
Avg. 1 Year Rates 2014-2019		4.68%	Avg. 1 Year Rates 2014-2019		2.03%	Avg. 1 Year Rates 2014-2019		2.79%
Annual Growth								
Fulton County Population Annual Growth (2000-2010):						1.21%		
Fulton County Population Annual Growth (2010-2019):						1.18%		
Fulton County ARC Population Forecast (2015-2050):						0.76%		
City of Alpharetta Population Annual Growth (2000-2010):						5.14%		
City of Alpharetta Population Annual Growth (2010-2019):						1.74%		
Greenstone Parkway 400 DRI #2778 Growth Rate:						1.0%		
CHOSEN GROWTH RATE: 1.0%								

Attachment C: Existing MARTA Ridership

Office of Regional Planning



MARTA Ridership by Stop for North Point Mall DRI

9/7/2021

Stop Type Description

BENO	Bench
STR	Sign strapped to pole
SGN	Sign on U-channel post
SNT	Non-ad shelter, 2010s Tolar design

*2021 Ridership from APC weekday average for April 24th - August 14th.

*2019 Ridership from APC weekday average for August 17th - December 6th.

* Added Stop 902928 which was not in the original list that was sent.

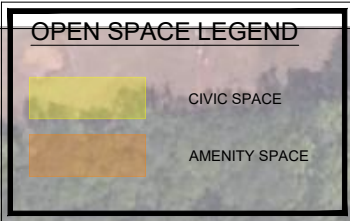
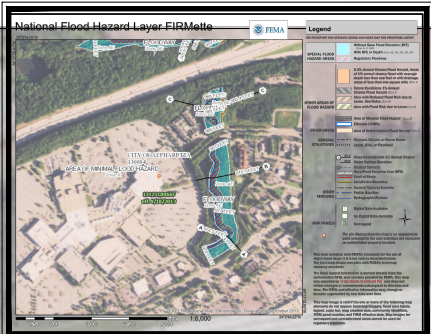
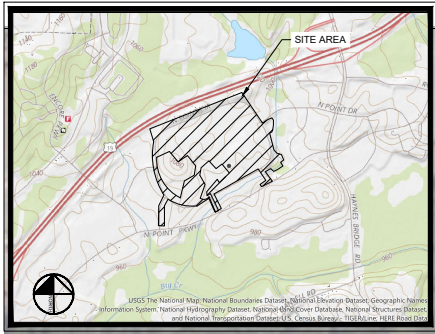
STOP NO.	STOP NAME	LOCATION	DIRECTION	STOP TYPE	ROUTE	2021 ON	2021 OFF	2021 ON/OFF	2019 ON	2019 OFF
902735	NORTH POINT PKWY @ 6440	AT	NE	SGN	140, 141	2	14	16	3	49
902801	NORTH POINT PKWY @ ENCORE PKWY	NS	S	SGN	140, 141	3	1	3	15	2
902802	NORTH POINT PKWY @ ENCORE PKWY	NS	NE	SGN	140, 141	0	4	4	1	11
902820	NORTH POINT PKWY @ NORTH POINT CT	NS	E	SGN	140, 141	1	7	8	5	34
902841	NORTH POINT PKWY @ 6499	AT	SW	SGN	140, 141	13	2	15	41	6
902846	HAYNES BRIDGE RD @ NORTH POINT DR	NS	N	SGN	141	1	3	4	3	12
902928	HAYNES BRIDGE RD @ NORTH POINT PKWY	NS	S	STR	141	0	0	0	2	1
902968	NORTH POINT PKWY @ NORTH POINT CT	NS	SW	SNT	140, 141	16	3	20	66	10
903114	HAYNES BRIDGE RD @ NORTH POINT DR	FS	S	SGN	141	3	0	3	6	4
903188	NORTH POINT PKWY @ 6360	AT	NE	SGN	140, 141	1	6	8	4	26
903189	NORTH POINT PKWY @ 6250	OP	SW	BENO	140, 141	0	0	0	0	0

Attachment D: Site Aerial



Attachment E: Full-Size Site Plan

Drawing name: K:\ATL_Civil\04555000_NPM Project EcoCAD\Exhibits\2021-12-27 Zoning Site Plans\211227_NP-Eco_OpenSpacePlan.dwg Overall Development Feb 28, 2022 6:27pm by tyler rosser

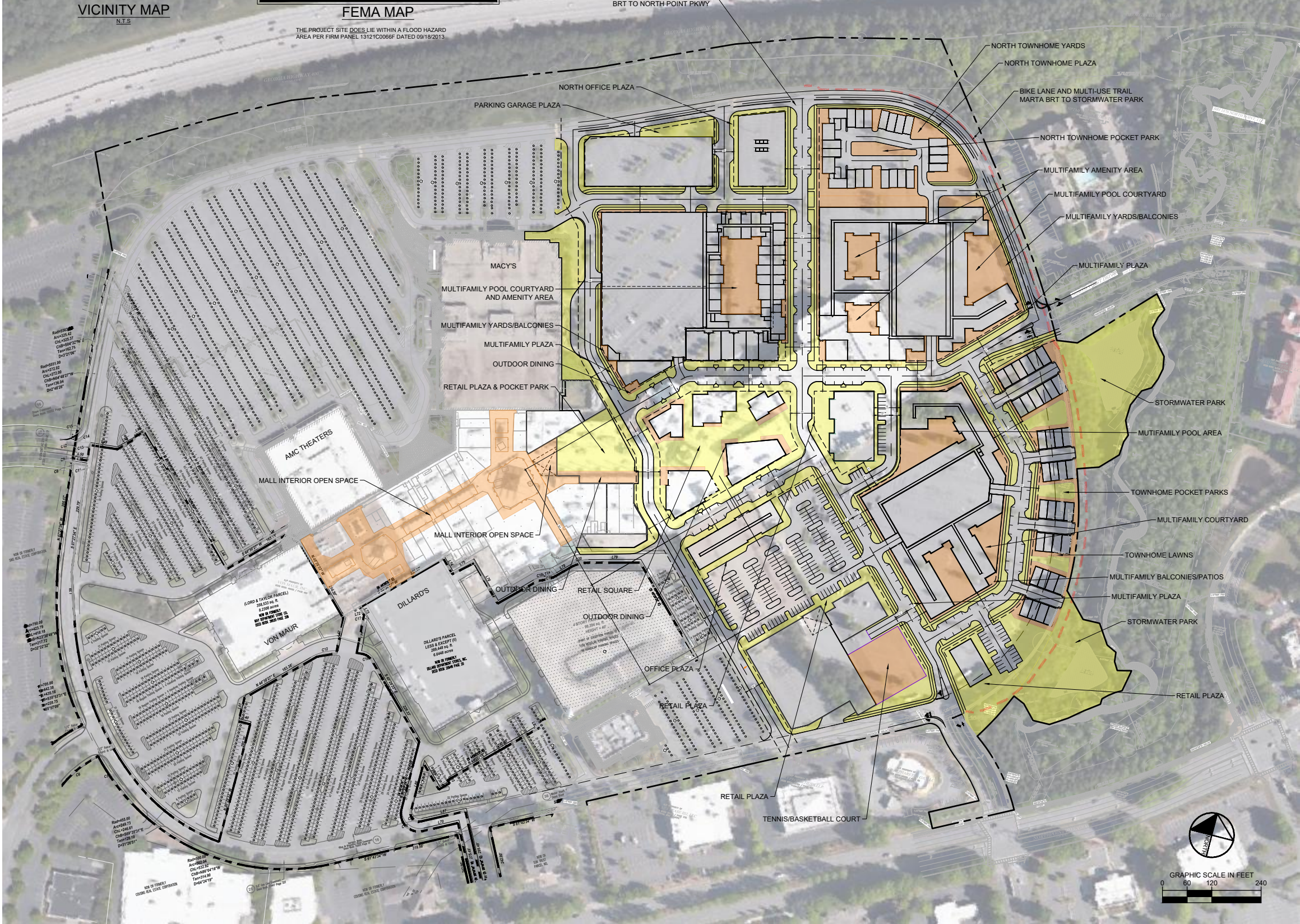


STORMWATER NOTE:

SITE WILL CONTAIN ONSITE STORMWATER CONTROLS TO MEET ALL LOCAL AND STATE REQUIREMENTS. THIS MAY INCLUDE THE COMBINATION OF SEVERAL COMPONENTS (PERVIOUS PAVING, INFILTRATION FIELDS, BIOTRETENTION AREAS, OR OTHER COMPONENTS) PROVIDING RUNOFF REDUCTION (IF INFILTRATION RATES ALLOW), CHANNEL PROTECTION, AND OVERBANK FLOODING PROTECTION PER THE CODE REQUIREMENTS. DETENTION SHALL BE PROVIDED WITHIN A CONCRETE VAULT BENEATH THE PARKING DECK.

SITE PLAN NOTE:

THE BUILDING FOOTPRINTS, DRIVEWAY LOCATIONS, OPEN SPACE LOCATIONS, SIDEWALK DESIGNS AND LOCATIONS, AND PARKING LOCATIONS ON THIS SITE PLAN ARE FOR ILLUSTRATIVE PURPOSES. THEIR SHAPES, LOCATIONS, AND AMOUNTS MAY VARY AS ALLOWED FOR BY THE SITE DATA TABLE, MU REGULATIONS, AND THE NORTH POINT OVERLAY.



DEVELOPMENT SUMMARY:	
SITE SUMMARY:	
CURRENT ZONING:	PSD/MU
PROPOSED ZONING:	MU
OVERLAY DISTRICT:	NORTH POINT OVERLAY
SITE AREA:	
Existing Mall Total Area	98.57 ACRES
Proposed Area to be Rezoned	83.67 ACRES (Excludes Dillard's / Von Maur)
SETBACKS & BUFFERS:	
BUILDING SETBACKS	NONE
LANDSCAPE SETBACKS	NONE
UNDISTURBED BUFFERS	120' GA 400 BUFFER *
LAND USES & DENSITIES:	
Note: Areas exclude Dillard's and Von Maur. All areas are gross areas.	
EXISTING	
MALL INTERIOR AREA	1,151,800 SF
RESTAURANT (Cheesecake Factory)	10,300 SF
PROPOSED	
REMAINING MALL INTERIOR AREA	653,700 SF
EXISTING RESTAURANT (Cheesecake Factory)	10,300 SF
PROPOSED RESTAURANT	71,140 SF
PROPOSED RETAIL	244,560 SF
OFFICE	120,000 SF
MULTIFAMILY TOWNHOMES	900 UNITS
HOTEL	36 UNITS
BUILDING HEIGHTS:	
MAXIMUM ALLOWABLE	
COMMERCIAL	4 STORIES
OFFICE	4 STORIES OR 60'
MULTIFAMILY	4 STORIES OR 60'
TOWNHOME	4 STORIES OR 60'
HOTEL	4 STORIES OR 60'
PROPOSED MAXIMUM	
COMMERCIAL	4 STORIES OR 60'
OFFICE	6 STORIES OR 85' *
MULTIFAMILY	5 STORIES OR 85' *
TOWNHOME	4 STORIES OR 60'
HOTEL	6 STORIES OR 85' *
PARKING SUMMARY:	
Note: Parking calculations include the 20% reduction allowed for the North Point Overlay.	
Note: Excludes Dillard's and Von Maur parking lots.	
REQUIRED PARKING:	5,074 SPACES (TOTAL)
REMAINING MALL AREA	1,831 SPACES (1 / 286 SF*0.80)
RETAIL (244,560 SF)	783 SPACES (1 / 230 SF*0.80)
RESTAURANT (71,140 SF)	570 SPACES (1 / 100 SF*0.80)
OFFICE (180,000 SF)	576 SPACES (1 / 250 SF*0.80)
MULTIFAMILY (900 UNITS)	1,116 SPACES (1.55 / UNIT*0.80) *
TOWNHOMES (36 UNITS)	72 SPACES (2 / UNIT)
(ASSUMES ALL 3 BEDROOM TOWNHOMES)	
HOTEL (150 KEYS)	126 SPACES (1.05 / UNIT*0.80)
PROPOSED PARKING:	6,188 SPACES (TOTAL)
REMAINING SURFACE PARKING	3,123 SPACES
EXISTING PARKING DECK	1,175 SPACES
MULTIFAMILY PARKING DECKS	1,200 SPACES
TOWNHOMES	120 SPACES
SURFACE PARKING	170 SPACES
ON STREET PARKING	100 SPACES
OPEN SPACE REQUIREMENTS	
CIVIL SPACE:	10.71 ACRES (12.8% SITE AREA)
AMENITY SPACE:	4.18 ACRES (5% SITE AREA)
PROPOSED OPEN SPACE	
CIVIC SPACE:	10.85 ACRES (472,565 SF)
SQUARE	1.20 ACRES (52,225 SF)
PLAZA	5.52 ACRES (240,360 SF)
POCKET PARKS	1.28 ACRES (55,730 SF)
PARK	2.49 ACRES (108,250 SF)
MULTI-USE TRAILS	0.37 ACRES (16,000 SF)
AMENITY SPACE:	6.98 ACRES (304,140 SF)
OUTDOOR DINING	0.33 ACRES (14,240 SF)
PATIOS AND PORCHES	0.24 ACRES (10,650 SF)
YARDS AND LAWNS	1.38 ACRES (60,300 SF)
ENHANCE HARDSCAPE	3.51 ACRES (153,050 SF)
BALCONIES	0.16 ACRES (6,800 SF)
POOL AREA	0.91 ACRES (39,500 SF)
SPORTS COURTS	0.45 ACRES (19,800 SF)

VARIANCES:

Note: An asterisk (*) in the notes above denotes a variance is required

- BUILDING HEIGHT VARIANCE TO UDC SEC 2.10.3.D.
- ENCROACHMENT INTO THE GA 400 120' BUFFER FOR THE MARTA BRT RW ACQUISITION AND THE MULTI-USE TRAIL.
- PARKING RATIO REDUCTION FOR THE MULTIFAMILY USE.

PREPARED BY

Kimley»Horn

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OWNER COMPANY

STREET ADDRESS, SUITE NUMBER
CITY, STATE, ZIP
PHONE: 000.000.0000

PROJECT

PROJECT NAME
PROJECT STREET ADDRESS, PROJECT CITY STATE ZIP

GSWCC NO.
(LEVEL II)

0000072899

DRAWN BY

SPG

DESIGNED BY

JTR

REVIEWED BY

JTR

DATE

11/15/2021

PROJECT NO.

01XXXXXXX

TITLE

ZONING SITE PLAN

SHEET NUMBER

ZP-01